Minister will lead first creative industries trade mission

2018-01-25

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 China Daily USA |  
 Updated: 2018-01-25 17:06

With China's vibrant art market growing rapidly, Canada is committed to helping its creative industries expand their presence in the Chinese market, according to Minister of Canadian Heritage Mélanie Joly.  
Joly announced last week that she would lead her department on a trade mission to China in April. It will be the first visit to China by a minister of Canadian Heritage in the past 12 years.  
"It's a very interesting mission, the first ever organized by the federal government and the Canadian Heritage to make it happen," said Joly. "We are addressing a new approach to help Canada's business access to the Chinese market and strengthen Canada's cultural and economic ties with China."  
She said that the creative industries trade mission will leverage existing networks, play to Canada's strengths and complement the Chinese market. The sectors that want to export and engage with the Chinese mark include film/audio-visual, video games and virtual reality/augmented reality (VR/AR) and digital content for public/creative spaces/museums and performing arts.  
Last January, Joly met with China's Minister of Culture Luo Shugang and signed an agreement for further collaboration during her first visit to China.  
"We saw tremendous opportunity in China. We are thinking that the market which booms right now for most of our creative sectors is in China," she said, adding that close China-Canada relationships are important for Canadian businesses to have access to the world's most vibrant market.  
The minister also referred to her previous announcement on the release of A Snapshot of China's Creative Industries, a market study commissioned by the Department of Canadian Heritage, in partnership with the Trade Commissioner Service of Canada. The market study highlights opportunities for Canadian artistic and cultural content in China.  
"We recognize that Canadian creative industries are an important driver of our economy. Opening new markets for creators and creative entrepreneurs will contribute to inclusive growth, create jobs and strengthen the middle class and those working hard to join it," Joly said.

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