



## CREATIVE EXPORT STRATEGY

The Creative Export Strategy helps Canadian creative industries maximize their export potential and stand out in the global market.

### WHO THE STRATEGY IS FOR

Canadian for-profit companies and not-for-profit organizations operating in the following sectors:



ARTISTIC  
CRAFT



AUDIOVISUAL



MUSIC



PERFORMING  
ARTS



VISUAL ART



PUBLISHING



DESIGN



INTERACTIVE  
DIGITAL MEDIA

## HOW THE STRATEGY SUPPORTS CANADIAN CREATIVE EXPORTERS

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### CREATIVE EXPORT CANADA PROGRAM



#### ► EXPORT-READY STREAM (\$7M/YEAR) ONE INTAKE / YEAR

Funding for export-ready projects that forecast generating export revenues. Eligible projects can receive up to \$2.5M in funding.

Funding supports activities such as:

- Development or implementation of digital or other technologies related to the international discoverability or monetization of Canadian content
- International market access
- Facilitating the movement of exports to international markets
- Marketing and promotion



A percentage of the program's funding is dedicated to Indigenous peoples and members of equity-deserving communities.

#### ► EXPORT DEVELOPMENT STREAM (\$4M/YEAR) UP TO TWO INTAKES / YEAR

Funding for new and early-stage exporters to build capacity and expand into international markets, and for seasoned exporters to expand into new markets and build business networks. Eligible projects can receive up to \$90,000 in funding per fiscal year.

Funding supports activities such as:

- Export planning
- Export training and mentorship
- International market readiness
- Market development

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### TRADE MISSIONS AND EVENTS



To help Canadian businesses and organizations meet potential partners and explore trade opportunities around the globe, Canadian Heritage:

- Leads creative industries trade missions, which includes market intelligence, networking opportunities with the local business community, and tailored business-to-business meetings; and
- Strengthens business programming for Canadian delegates at sector-specific international creative industry events.

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### CREATIVE EXPORT NAVIGATOR SERVICE



Advisors provide free support through:

- Export advice and guidance for new and early-stage exporters
- Assistance navigating government programs and services with an export focus
- Market research on key international trade destinations

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### GLOBAL AFFAIRS CANADA'S TRADE COMMISSIONER SERVICE



The Canadian Trade Commissioner Service (TCS) is a free service that supports the growth and internationalization of Canadian companies by helping them prepare for international business, find global opportunities and qualified contacts, and resolve business problems abroad. The TCS is available to support Canadian creative industries worldwide, including through dedicated officers located in key markets.



To connect with a creative export advisor to find out more, contact [exports@pch.gc.ca](mailto:exports@pch.gc.ca)



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Canada