

Support for Saint Lucia to Implement the Gender-Responsive National Strategy for the Development of the Four Priority Services Sub-Sectors

TRADECOM II PROGRAMME



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Programme funded by European Union
Programme financé par l'Union Européenne



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Market Pointer – Exporting “Creative” Services to Canada

Demand

The ITC data for *Canada* is available until 2019 for Audiovisual and related services and up to 2018 for Other personal, cultural, and recreational services. Canada imported \$2.6Bn. USD in Audiovisual and related services in 2019, slightly more than the 2018 value of \$2.5Bn. USD, or a growth of 4%. Other personal, cultural, and recreational services imports increased significantly from \$130,200,000 in 2017 to \$141,200,000 in 2018 or by 8.5%. This strong demand trend portends significant opportunity for Saint Lucian artistes.

Canada boasts a large number of annual events at which Saint Lucian entertainment artistes can perform. Some of these include: Canadian Music Week; Tastemaker Toronto; NXNE-North by North East Festival; Luminato Festival; Mississauga Waterfront Festival; TD Toronto Jazz Festival; Redpath Waterfront Festival Toronto; Bud Light Dreams Festival; TD Salsa in Toronto Festival; Toronto Fringe Festival; Beaches International Jazz Festival; Toronto Caribbean Carnival; Toronto Summer Music Festival; Canadian National Exhibition; Fan Expo Canada; Small World Music Festival; JFL42; and Nuit Blanche Toronto, among many others.¹ Below is some more detailed information for some of these events.

¹ <https://www.seetorontonow.com/annual-events/>

Canadian Music Week is recognized as one of the premier entertainment events in North America, takes place for one week in May every year. It is a combination of informative conferences, exciting award shows, a cutting-edge trade exhibition, a film festival, and a massive new music festival.²

Tastemaker Toronto is an annual event in which the historic Kiln Building in the Evergreen Brick Works is transformed into a foodie wonderland for two days of eating, drinking and entertainment. Toronto's greatest and hottest restaurants dish up their best in a rustic setting in the heart of the city. It also includes dozens of producers of the finest food, beverages and premium brands providing a bountiful food market and culinary festival.³ It takes place in May of each year.

NXNE-North by North East Festival is a 10-day summer festival destination for emerging artists and major-label headliners and for digital interactive innovators, bridging the gap between technology and the arts. NXNE is an essential gathering spot for artists, industry professionals and fans. It includes a major three-day music festival in the heart of the city at Yonge Dundas Square in June of each year. A combination of gaming, innovation, and hundreds of new and established musical artists at over a dozen venues across the city make NXNE a distinct summer festival.⁴

Luminato Festival was born out of Toronto's cultural and creative energy and has become one of the preeminent arts festivals in North America. It is an event for art-lovers looking to change their outlook on the world. Hosted in June of every year, the Luminato Festival transforms theatres, parks, and public spaces across the city and creates a home for artists to play, share and create.⁵

Mississauga Waterfront Festival is known for presenting the best in Canadian and international talent, has been voted one of Ontario's Top 100 Festivals ten years in a row has set new standards for excellence, earning accolades from industry peers, business partners, media and attendees. This event takes place in June of every year at a beautiful waterfront area in Mississauga.⁶

TD Toronto Jazz Festival with over thirty-year history, has become known as one of North America's premier jazz festivals. Ten days of performances, featuring a mix of free and ticketed shows around Toronto, offering a range of styles of music and venues from funky bars to elegant halls. This event takes place in June of every year and features some of the greatest artists in the world.⁷

Bud Light Dreams Festival is held on the shores of Lake Ontario. It is a two-day, three-stage, outdoor sensorial celebration of Toronto's music and arts community that takes place in June of every year.⁸

TD Salsa in Toronto Festival is one of the largest Latino-themed cultural celebrations in Canada, spans a three-week period and culminates in Salsa on St. Clair, a scintillating two-day street fest of Latin music, dance, food, and culture. The event takes place in July of every year and attracts hundreds of thousands of salsa lovers from near and far.⁹

² <https://www.seetorontonow.com/annual-events/canadian-music-week/>

³ <https://www.seetorontonow.com/annual-events/tastemaker-toronto/>

⁴ <https://www.seetorontonow.com/annual-events/north-by-northeast-festival/>

⁵ <https://www.seetorontonow.com/annual-events/luminato/>

⁶ <https://www.seetorontonow.com/annual-events/mississauga-waterfront-festival/>

⁷ <https://www.seetorontonow.com/annual-events/td-toronto-jazz-festival/>

⁸ <https://www.seetorontonow.com/annual-events/dreams-music-festival/>

⁹ <https://www.seetorontonow.com/annual-events/salsa-in-toronto-festival/>

Toronto Fringe Festival features more than 150 indie shows in every genre of theatre in venues across the city. There are new plays and old favourites, experimental works and fresh hits. Dance lovers can check out dance productions and families can look forward to “KidsFest!” shows for even the littlest Fringer. This event takes place every July.¹⁰

Beaches International Jazz Festival continues unfolding each summer in the heart of the lakeside neighbourhood, this celebration of music features a dynamic musical roster, multiple stages and even an enticing line-up of gourmet food trucks. All the performances are free. This event takes place over four weekends in the month of July every year.¹¹

Toronto Caribbean Carnival is a cultural explosion of Caribbean music, cuisine, revelry and visual and performing arts. For over fifty years Carnival has been a centrepiece of the festival season in Toronto. Every summer in Toronto, the streets come alive with the sights, sounds and spirit of the Caribbean, and draws carnival fans young and old, near and far to celebrate their heritage, music and, of course, food.¹²

Toronto Summer Music Festival brings world-renowned performing artists to Toronto for an unparalleled combination of concerts, guest lectures and masterclasses every year in August. It showcases classical music events with concerts performed by Canadian and international artists, plus guest lectures and masterclasses.¹³

Small World Music Festival delights in sharing a range of experiences that represent ‘The Beat of the Globe in the Heart of Toronto’. It has featured a variety of music including a legendary Chinese rock band, South Asian strings and fusion of Korean sounds and Brazil’s most innovative band.¹⁴

JFL42 (Just for Laughs) features 10 days of shows from some of the world’s greatest, cutting-edge comedians. After choosing a headliner one can spend the rest of this premier comedy festival checking out the 42 other hilarious acts. Past headliners include Ali Wong, Aziz Ansari, Sarah Silverman, Seth Meyers, Lena Dunham and more.

Market entry requirements

Saint Lucian passport holders require a visa for travel to Canada and this can be obtained by application at the Canadian Embassy in Trinidad and Tobago. Recently, a local processing center has been opened in Saint Lucia to receive the applications without the need to travel to Trinidad and Tobago. Upon entry into Canada Performing Artists do not require Work Permits. Specifically, the following groups do not require work permits: Foreign-based musical and theatrical performers or groups and their essential crew; Street performers (buskers); DJs; Traveling circus performers; Guest artists who are performing with a Canadian performance group for a time-limited engagement; Persons performing for a limited time at a private event such as a wedding; Air show performers; Artists working at or attending a showcase or workshop. Under this group, only entry for five days or less will normally be allowed.

¹⁰ <https://www.seetorontonow.com/annual-events/the-fringe-festival/>

¹¹ <https://www.seetorontonow.com/annual-events/beaches-international-jazz-festival/>

¹² <https://www.seetorontonow.com/annual-events/toronto-caribbean-carnival/>

¹³ <https://www.seetorontonow.com/annual-events/toronto-summer-music-festival/>

¹⁴ <https://www.seetorontonow.com/annual-events/small-world-music-festival/>