

## **ACP welcomes Creative Export Strategy**

TORONTO, ONTARIO—(June 26, 2018)—The Association of Canadian Publishers (ACP) welcomes today’s announcement by Hon. Mélanie Joly, Minister of Canadian Heritage, of the Creative Export Strategy, which will invest \$125 million over five years to support the export initiatives of Canada’s creative industries. In addition to the creation of Creative Export Canada, a new funding program, ACP is particularly pleased that the strategy will build on the success of existing Canadian Heritage programs, and will increase the export funding available through the Canada Book Fund (CBF) and other programs. The need for enhanced export support through CBF was among the recommendations made by book publishers to Canadian Heritage in the Creative Export Strategy consultation process. ACP thanks the government for responding to the needs of the industry.

Canadian publishers are leaders in the cultural field when it comes to export, and international markets are critical to their business success. Books are Canada’s second largest cultural export, and represent approximately 20% of all cultural goods exported. With today’s announcement, book publishers will be able to expand their reach and build audiences for Canadian books in new markets.

“Over many decades Canadian book publishers have developed expertise in numerous export markets, bringing Canadian books to dozens of territories around the world,” said ACP President Glenn Rollans. “Government support has been instrumental to this success, and the strategic investment announced today will enhance our international business development efforts.”

In her remarks, Minister Joly highlighted the Frankfurt 2020 Guest of Honour initiative, which will present Canada to the world at the 2020 Frankfurt Book Fair. ACP is proud to be a founding member of Canada FBM2020, the non-profit organization that will deliver the book industry components of this major showcase of Canadian writing and culture. As a springboard for a range of export activities, the Frankfurt Guest of Honour program is a gateway to Germany and other international markets. ACP looks forward to working in partnership with government and our industry colleagues to ensure Frankfurt 2020’s success.

The ACP is the national voice of Canada’s independent English-language book publishers. The ACP supports its 115 members in creating an economically sustainable Canadian-owned and -controlled publishing industry. Visit [www.publishers.ca](http://www.publishers.ca) for more information about the association’s programs and mandate.

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