

Preferential treatment is an advantage granted by a State to another State or group of States, without a condition of reciprocity

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The 2005 Convention is a cooperation framework that protects and promotes diversity within and across borders, while addressing the

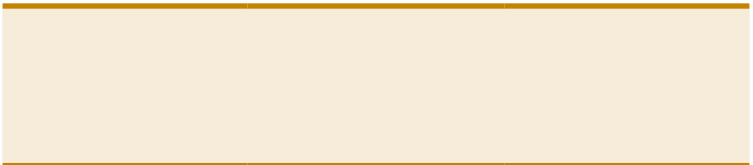
••••➤ Developed countries shall facilitate cultural exchanges with developing countries by granting, through the appropriate institutional and legal frameworks, preferential treatment to artists and other cultural professionals and practitioners, as well as cultural goods and services from developing countries.

(2005 Convention, Article 16 - Preferential treatment for developing countries)

•••➤ **Monitoring preferential treatment with the 2005 Convention** ••••

Expected results

National policies and measures, including preferential treatment, facilitate a balanced flow of cultural goods



Preferential Treatment in Action: complementary but different from development aid

➤ **Preferential treatment can have a trade dimension, a cultural dimension or both at the same time!**

A film co-production agreement is a form of preferential treatment that addresses both the trade and cultural dimensions, providing commercial benefits while facilitating the flow of works and the mobility of artists and cultural professionals

Granting preferential treatment through trade commitments may be compatible with WTO agreements. For example, within the framework of a free

LITPROM

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The European Union Approach

A Pr c C r C r
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Arts Across Canada Programme

T Fr Ar T r c f
Ar Acr C d r C d
-fr- r r
erc f b r r b
r fr r d rd.T b
b ,C d r r
c d c r fr
fr r r r d r
c C d .T r
CA , d c r r ,
cc d d d b c
c fr fr r ,
r r c .
A c c r d
r fr d c r ,
c r f r c r r
dr rc .

