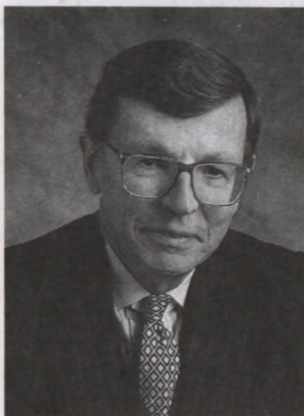


Message from the Minister



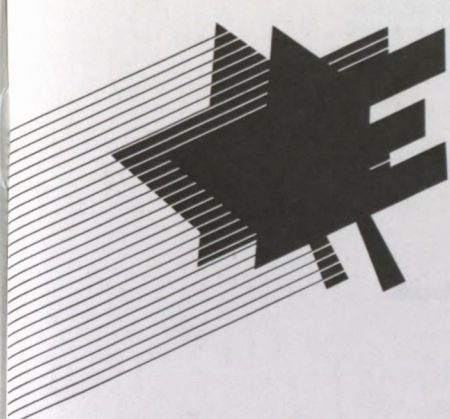
Since its inception in 1971, the Program for Export Market Development (PEMD) has been, and remains, a central element in the federal government's support for international business development. Administered jointly by the Department of Foreign Affairs and International Trade and Industry Canada, PEMD assists Canadian exporters seeking to become established in new markets and working to expand export sales.

PEMD supports companies by sharing the costs of export market development activities that companies normally could not or would not undertake alone, thereby reducing the risk involved in entering a foreign market. Over the years, the PEMD partnership with business has been a great success, with total sales resulting from PEMD - assisted activities totalling \$11.5 billion since 1971.

In recent years, however, it has become apparent that the environment in which Canadian companies conduct international business has changed dramatically. We are faced with new pressures in the global marketplace at the same time as we are challenged by our fiscal situation domestically. In this context, it is imperative that government and business work together to develop more strategic international business development programs and activities. We must also focus our support more closely on small- and medium-sized companies, where government help in international markets is most needed.

Last year, a private sector group, known as the International Business Development Review Committee, was appointed to review our programs and services and ensure that they meet the needs of Canadian business. As a result of its recommendations, some important changes have been made to PEMD for 1995-96. In keeping with the government's focus on SMEs, the program is now even more closely targeted on smaller businesses. The Committee also recommended a consolidation of the various government programs, including PEMD, into one integrated and strategic international business development program. We have commenced work on the design of such a program with a target implementation date of April, 1996.

The export assistance offered by PEMD continues to be an important element of the broad range of assistance and service that our International Trade Centres in Canada and our Missions abroad offer your business. Your efforts and achievements are the key to Canada's growth. I wish you success in meeting this challenge in our increasingly competitive global market.



Roy MacLaren

Roy MacLaren
Minister for International Trade
Ottawa
April 1995

Dept. of External Affairs
Min. des Affaires extérieures

MAY 17 1995

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