

In contrast to the PPP projects, proposals under PEMD are made by Canadian industry rather than government. PEMD is made up of several sections each of which is designed to support a particular phase of market development including project proposal preparation, market identification, participation in trade fairs and sponsoring of incoming buyers. In all sections of the program, companies are encouraged to develop self-sustaining export markets for their products. For details see the PEMD brochure.

For further information regarding both the PPP and the PEMD programs, please contact the South East Asia Division, Office of Trade Development — Asia and Pacific, of the Department of External Affairs.

The Canadian International Development Agency (CIDA), under its Industrial Co-operation Program (ICP) provides direct support for Canadian companies to investigate industrial co-operation opportunities in developing countries. The program funds proposals by Canadian investors for projects such as joint ventures, licensing agreements, management contracts, or other commercial undertakings. For more information contact:

Director General
Industrial Co-operation
Canadian International Development Agency
200, Promenade du Portage
Hull (Québec)
K1A 0G4

Tel: (819) 997-7901

Of importance to Canadian businessmen is the Export Development Corporation (EDC) whose purpose is to encourage, facilitate, and develop Canadian export trade by providing credit insurance, guarantees, loans, and other financial assistance to enable exporters to meet international competition. For further information on EDC services contact:

Export Development Corporation
Head Office
110 O'Connor Street, P.O. Box 655
Ottawa, Ontario
K1P 5T9

Tel: (613) 237-2570