

1. NAME OF SYSTEM

Program for Export Market Development (PEMD)

2. PURPOSE OF THE SYSTEM

To develop and increase the export of Canadian goods and services by sharing with the business community the financial risk of entering new foreign markets.

3. DESCRIPTION

The system maintains a data base of PEMD approved applications and uses this to trigger further action from recipients of financial incentives to maintain a profile of the project over the life of the project. This would include progress on projects, tracking repayments, production of form letters to recipients, and the production of microfiches to give information to departmental officers serving abroad. The system is resident on the IST Amdahl V-8 computer at Montreal and uses the ADABASE - NATURAL language for retrieval of information.

4. SCOPE

The PEMD system receives approximately 5000 requests for financial assistance from a broad cross section of Canadian exporters. All approved applications are part of the data base. Financial incentives are given to such activities as:

- a) sharing the cost of preparing a bid;
- b) market identification trips;
- c) participation in Trade Fairs abroad;
- d) to assist in defraying the costs associated with incoming foreign buyers;
- e) putting together a consortium for a specific project;
- f) sustained Export Market Development;
- g) export market for Agriculture, Fisheries and Food products and
- h) contributions to Non Profit organizations.

5. KEY USERS AFFECTED

Canadian exporters; ITC/DREE officials; and departmental officials responsible for fostering and developing trade relations abroad.

6. OPERATED BY

The system is operated out of the PEMD office in Ottawa. The computer is a commercial service bureau in Montreal.