

## **Support to Canadian commercial firms**

Canada's Renaissance Eastern Europe program helps Canadian firms take advantage of trade and investment opportunities in joint ventures. The program shares some of the costs of feasibility studies and part of the cost of training locally employed staff.

The Program for Export Market Development helps Canadian firms pay the cost of identifying markets for their products. It covers some of the expense of participating in trade fairs, visiting potential customers, establishing sales offices, and bidding on projects or preparing proposals.