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Export Promotion Program (PEMD) Funding Increased

Two important sections of the Program for Export Market Development (PEMD) have been reinstated, thanks to a \$1.5 million increase in funding, Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson has announced.

PEMD applications for upcoming market identification trips and for participation in trade fairs abroad can be submitted to International Trade Centres across Canada, for implementation this fiscal year — prior to April 1, 1992.

PEMD is the federal government's primary export promotion facility, with a current budget of \$18.3 million. The program supports participation in trade fairs, incoming and outgoing missions, and other trade-related activities. Last year, some 3,700 projects were approved, generating \$1.3 billion in sales.

"PEMD encountered an unprecedented surge in demand for funding assistance in the last two years. As a result, the program was fully committed in November 1991, and was temporarily suspended," Wilson said.

"I hope that this reinstatement will encourage more Canadian businesses to venture into foreign markets."

Minister Wilson has requested a further review to determine if additional funds can be made available to reinstate other important sections of PEMD.

NATO Continues to Procure \$ Millions in Goods, Services

Hundreds of millions of dollars worth of advanced technology goods and services are procured each year by NATO — and Canadian suppliers have a chance to get in on the action.

related systems that provide opportunities for Canadian exporters.

Much procurement is funded through the common infrastructure programme, where nations provide funding to support projects that enhance readiness and capability.

In fiscal year 1991/92 Canada will contribute approximately \$100 million to this account alone. That's about 6.4 percent of the total budgeted figure of \$1.6 billion. Project support comes from other budgets (e.g. military budget — Canadian contribution: \$44.8 million; the NATO AWACS program — Canadian contribution: \$19 million; and the civil budget — Canadian contribution: \$8.7 million).

While not all of this money is used for capital acquisition, it indicates the scope of the projects. And, while it is true that these budgets may be squeezed in future, they will remain sizable.

Canada by no means receives a full return to its industry for the contribution the country makes. NATO agencies, therefore, are well disposed to receiving aggressive, competitive bids from Canadian suppliers.

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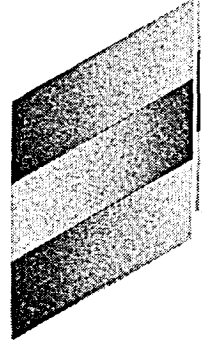
NATO and its agencies procure virtually all kinds of items and systems, from paper clips to satellite communications to management review studies to the operation and maintenance of scientific ships.

For instance:

- The NATO Communications and Information Systems Agency (NACISA) is especially interested in telecom and related areas.
- The NATO Maintenance and Supply Agency (NAMSA) contracts a range of goods to support in-service equipment, such as aircraft over-haul and the transport of surplus equipment to southern European allies.
- The NATO Air Command and Control Agency (NACMA) is in the process of setting up an air control system including radars, communications ETC, and other

Trade Commissioners
to Conduct Advanced
Technology Seminars

See Agenda page 8



Canada