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PEMD: Now More Selective, More Effective

By Sylvie Bédard, Editor-in-Chief

To help Canadians more successfully export their goods and services, the federal government has brought significant changes to the well-known PEMD.

Most readers are familiar with the Program for Export Market Development (PEMD) and have probably used PEMD assistance at some point.

This program, often referred to as the cornerstone of federal gov-

ernment assistance to Canadian exporters, has undergone substantial changes in recent months to make it a more selective and effective support to export trade.

Here are the highlights of the new PEMD:

The first change is that, as of now, all proposed activities shall be accompanied with a documented marketing plan.

Various elements of the program are also modified:

Trade Fairs/Visits/ Marketing Agreements:

What is new is the establishment of a threshold concept: preference will be given to proposals from companies with annual sales greater than \$250,000 and less than \$50 million. Otherwise, other criteria related to these activities remain basically unchanged. This is by far the most commonly used element of the program: 82 per cent of the funds approved are for trade fairs and visits, which fall entirely under the responsibility of the regional International Trade Centres.

Project Bidding:

New features are that preference will be given to applicants with minimum annual company sales of \$1 million; there is now a minimum bid value of \$1 million; the minimum financial contribution from PEMD is \$25,000, whereas the maximum contribution is \$250,000. Moreover, approval of projects will now be done by a committee comprised of a cross section of members of Industry, Science and Technology Canada and External Affairs and International Trade Canada.

Florida Amusement Attractions Serious Business for Canadians

Trade opportunities can arise in the most unexpected places — like the following that recently crossed this desk and which should prove quite attractive to certain Canadian exporters.

Several tourist attractions in Central Florida have indicated they are quite receptive to purchasing Canadian products. A summary follows:

• Walt Disney Attractions:

Located in suburban Orlando and operating Disneyworld and EPCOT Center, the parks feature numerous giftware boutiques that sell a variety of goods.

Of special interest to Canadian suppliers of 'Canadiana' giftware and souvenirs is the Canadian Pavilion at EPCOT. This is a two-stage outlet, with the "trading post" offering goods associated with 'rustic' Canada, and the Boutique of the Provinces selling more contemporary clothing, souvenirs, arts and crafts.

post include, among other items, Indian-motif jewellery, T-shirts, Inuit carvings, and arts and crafts. The Boutique shows leather sculptures, collector dolls, clothing and pottery. Price points in both outlets range from a few hundred dollars to several hundred dollars retail.

The EPCOT buyers will consider new lines of merchandise — if they meet Disney's quality, themes, and profit margins.

Companies wishing more details or wanting to explore selling to EPCOT should send photographs or catalogues, product descriptions, and price lists (in US dollars) to Nancy Sutton Scott, Merchandise Buyer, EPCOT Center, Box 10000, Lake Buena Vista, Florida 32830, United States.

Do not send samples and do not telephone. Ms. Sutton Scott or her colleague, Nancy Churchill, will initiate further contact, if warranted.

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