

Marketing Agreement. This, although not a new PEMD activity, is a method of packaging PEMD industry-initiated activity assistance over a one- to two-year period. Marketing agreements are most suitable for medium-sized experienced exporters who also meet the applicant eligibility criteria. Only activities already outlined in industry-initiated PEMD are eligible for cost-sharing under a marketing agreement.

Further information on the PEMD program is available from InfoExport, the Middle East Trade Development Division or the International Trade Centres co-located with the regional offices of Industry, Science and Technology Canada.

Publicity

CanadExport, a bimonthly newsletter, contains articles and reports on export opportunities such as government services to industry, international market conditions and terms of access, industrial development, and joint industry-government efficiency studies. It also outlines fairs and missions organized worldwide by External Affairs and International Trade Canada under its fairs and missions programs. Other issues of *CanadExport* list multilaterally funded capital projects overseas offering export opportunities for Canadian suppliers of goods and services.

English and French editions are available without charge to Canadian manufacturers. Write or call:

CanadExport

External Affairs and International Trade Canada (GMT)
Lester B. Pearson Building
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Tel: (toll-free) 1-800-267-8376
Telex: 053-3745/3746/3747
Fax: (613) 996-9103

Industrial Co-operation with Developing Countries

The program provides financial support to Canadian firms in their efforts to establish long-term business relationships with their counterparts in developing countries through mechanisms such as joint ventures, direct investment, management contracts, licensing agreements and technical