

## **Government Initiated**

- Trade Missions from and to Canada.
- Trade Fairs abroad in specific industrial sectors or for specific types of products. Participants in government-planned trade fairs pay a participation fee.

The assistance provided for PEMD industry-initiated activities is repayable if export sales result.

If you are in an established Canadian business that has considered exporting, or if you are an experienced exporter wanting to explore a new market, you may be eligible for PEMD assistance.

EAITC has published the PEMD Handbook which outlines the various eligibility criteria for potential participants, applicants and activities. The Handbook also describes how to apply for assistance in industry-initiated export marketing activities. For a copy of the Handbook and the appropriate PEMD application form, contact EAITC's InfoExport (1-800-267-8376 or 993-6435 for Ottawa callers), the Export and Investment Programs Division (613 944-0018), or the International Trade Centre in the nearest Regional Office of Industry, Science and Technology Canada.

## **INVESTMENT DEVELOPMENT PROGRAM (IDP)**

The Investment Development Program encourages targeted foreign corporations and other potential investors to bring new capital and technology into Canada. The program also promotes joint ventures and strategic partnerships between Canadian and foreign firms.

IDP activities are carried out by investment officers and counsellors at 43 EAITC trade offices around the world. The program initially focused on Canada's traditional foreign investment sources: the U.S.A., the U.K., France, Germany, Japan, Hong Kong and Holland. It has now been expanded to cover additional European and Pacific Rim countries and the Middle East. Promotional campaigns, direct mail, seminars and other activities focus on sectors where Canada has demonstrated expertise and opportunities. The program actively promotes strategic alliances in knowledge intensive industries. Investment kits are produced which outline the industry in Canada and profile firms and research institutions interested in pursuing strategic alliances. A major selling point is the improved access Canada offers to the U.S.A. market under the Canada-U.S.A. Free Trade Agreement.