

The geographic trade divisions are also responsible for assisting and advising exporters on marketing of their products and services and on informing business people about export services provided by the Canadian government and export opportunities as they arise.

International Trade Centres

As well, International Trade Centres are located across Canada to provide a full range of trade services for Canadian exporters. They are staffed by experienced trade commissioners under the direction of a senior trade commissioner from the Department of External Affairs.

Services, such as export counselling and the provision of market opportunity information, are combined with the ability to assist in the development of individual marketing plans. The centres also act as focal points for export awareness programs such as seminars and workshops. In addition, each centre will be linked with the WIN Exports (World Information Network for Exports) system operated by External Affairs.

The centres are located in regional offices of the Department of Industry, Science and Technology Canada (except for the Northwest Territories and the Yukon) and are often the first point of contact for potential exporters. Future centres are to be located in Calgary, Regina, London and Quebec City (see Chapter VI).

Program for Export Market Development (PEMD)

PEMD, the Program for Export Market Development, is a trade promotion program of the Department of External Affairs. PEMD offers assistance to Canadian businesses to participate in or undertake various types of export promotion activities. PEMD covers projects initiated by both industry and government and is designed to assist companies regardless of size.

Program Objective. The program's main objective is to stimulate economic growth in Canada by increasing export sales. PEMD accomplishes this by sharing with Canadian businesses the costs, and therefore the risk, of export marketing activities that a business would not, or could not, normally undertake on its own. PEMD encourages Canadian businesses that have not previously been involved in exporting to become exporters. PEMD also encourages existing Canadian exporters to enter new geographic and product markets.