

B. CANADIAN AND INTERNATIONAL PLAYERS AND PROGRAMS

This section reviews all trade-related programs and briefly outlines the current activities of the major Canadian players in Pakistan. Several federal departments, provincial governments and some private-sector organizations are involved to varying degrees in the promotion of business development links between Canada and Pakistan. Please refer to *Appendix 5* for a list of contacts. We also suggest exporters consult the documents "Directory of the Canadian Trade Commissioner Service Abroad", and "The Exporters Guide" available from DFAIT's Enquiries Service.

I. Department of Foreign Affairs and International Trade (DFAIT)

Within the federal government, DFAIT has the mandate for international trade development. DFAIT's South Asia Division (PSA) is the principal point of contact for information and intelligence on trade and investment leads in Pakistan. The division manages and co-ordinates a trade and investment promotion program delivered through the mission in Islamabad and the Trade Office in Karachi. These offices deliver Canada's trade and investment program in Pakistan and provide market information and intelligence to Canadian industry. There is also an honorary Consulate in Lahore. International business development divisions, within DFAIT, offer sectoral expertise and administer the overall trade promotion funding, including the Program for Export Market Development (PEMD). The International Trade Centres (ITCs) are the points of contact in each province for information on programs and services.

PEMD provides conditionally repayable assistance towards costs incurred by a small or medium-sized company in the implementation of its international marketing plan. Elements of the program include Market Development Strategies (MDS), New-to-Exporting Companies (NEC), and Capital Projects Bidding. The PEMD contribution for Market Development Strategies is a minimum of \$5000 and a maximum of \$50 000 (\$7500 maximum for NEC), repayable based on 4 percent of a company's incremental export sales in the target market. The Capital Projects Bidding element of PEMD supports Canadian companies in bidding for major capital projects outside Canada by contributing to the costs of bid or proposal preparation at the pre-contractual stage.

PEMD is managed by the Export Development Division (TCE) of DFAIT, and jointly administered with Industry Canada, through the regional International Trade Centres. In Quebec, the regional offices of the Federal Office of Regional Development (Quebec) assist with the delivery of the program.