

OTHER USEFUL INFORMATION FOR EXPORTERS

PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD helps incorporated Canadian businesses to develop, increase and sustain their activities by sharing with them the costs of specific export marketing efforts. It is geared to:

- encourage businesses that have not exported previously to begin exporting; and
- encourage established exporters to expand their activities in new markets.

PEMD provides up to 50 per cent of the costs incurred by a company in its penetration of new markets. These contributions are repayable if sales are made to that market.

The Program has various sections, each designed to meet a specific circumstance which may result while developing or expanding new or existing export markets.

- Section A: Specific Project Bidding
- Section B: Market Identification
- Section C: Participation in Trade Fairs Abroad
- Section D: Incoming Foreign Buyers
- Section E: Export Consortia
- Section F: Sustained Export Market Development
- PEMD FOOD: Export Markets for Agriculture, Fisheries and Food Products
- PEMD FISH: Export Markets for Atlantic Groundfish and Herring

Contact the nearest DRIE office for more details on PEMD.

PROMOTIONAL PROJECTS PROGRAM (PPP)

PPP is a vehicle through which the federal government plans and implements exhibits and trade fairs abroad, outgoing and incoming trade missions, and incoming trade visits by foreign buyers and government delegations.

The Program underwrites some of the cost to industry of participating in promotional events that are organized by the Department of External Affairs. These events are designed to increase the knowledge of foreign buyers about Canadian products and capability and to undertake export market intelligence gathering operations.

For further information on the PPP for particular markets contact the appropriate Trade Development Division.

USEFUL PUBLICATIONS FOR EXPORTERS

Federal Government

External Affairs Canada: *Guide for Canadian Exporters (for various countries)*. Guides to doing business with reference to tariffs, documentation, taxes and industrial standards and regulations.

External Affairs Canada: *Canada's Export Market Reports* (separate reports for Mexico, Australia, Brazil, Norway, Korea, France, West Germany, Saudi Arabia, United Kingdom). A reference source on sectoral market opportunities and market conditions in each country.

External Affairs Canada: *So You Want to Export . . .* Information and tips to help Canadian firms enter new markets abroad.

External Affairs Canada: *Trade Promotion Support*. Outline of support under the Promotional Projects Program and the Program for Export Market Development.

Trade Associations

Canadian Export Association: *Export Roadmap*. A reference book outlining for exporters points of contact with the federal government and agencies in Ottawa and across Canada.