

In addition to the CIDA programmes, the Program for Export Market Development (PEMD) is designed to stimulate economic growth in Canada through assistance in obtaining increased export sales of Canadian goods and services. Since 1980, over \$2.3 million have been spent with respect to the Thai market on 297 approved projects, and sales generated as a result of the PEMD grants have totalled close to \$23 million since the inception of the program in the early 1970's.

The Thai-Canadian Business Club, established in Bangkok in November 1988, now has 300 members. It brings together Thai and Canadian individuals and companies interested in further developing trade and economic relations between the two countries. The Club organizes regular meetings and speaking events as well as other business promotion activities to facilitate the dissemination of information.

The Canadian Embassy in Thailand has prepared a series of sectoral market studies to better prepare Canadian business for dealings in Thailand. These studies can be obtained from External Affairs and International Trade Canada and a full list of available material is shown in the appendix.