

participate at their own expense. Previously, companies were eligible for cost sharing without differentiation by size. More emphasis will also be put on participation in large international trade shows, complemented to a lesser degree by smaller, regional shows that have high market potential.

- All participants in government-sponsored outgoing business missions will cover their own costs. Previously, the Government shared these costs.
- International business development programs that are government-initiated will be consolidated into one program. Such consolidation will help develop an integrated, strategic approach ensuring that resources are directed to the markets where the greatest opportunities exist. Over the coming year, the Government will examine further consolidation of trade programs, including private-sector initiated PEMD support.