

promotes responsible use of financial assistance by incorporating features favoring enterprises which succeed in new targeted markets. Funds for assistance may be accessed once per 12 month period or as per program guidelines. Market development activities which qualify for assistance are:

- Market development trips outside British Columbia
- Incoming buyer visits to British Columbia
- Participation in trade shows outside British Columbia

The Export Loan Guarantee Program is a unique opportunity for British Columbia business to benefit from loan guarantees for working capital needed in export development. Administered by the British Columbia Trade Development Corporation (B.C. Trade), this program is the first of its type in the province to guarantee pre-shipment working capital for financing export oriented projects.

In the past it has not always been easy for exporters to obtain a loan from financial institutions to fund export orders. These difficulties were compounded if the export sales contract required letters of credit or bonds to guarantee the bid or performance of goods and services.

The Export Loan Guarantee Program has been introduced to overcome these deterrents to healthy export growth in the province. The loan guarantees will allow British Columbia businesses to compete with more confidence and vigor for export sales internationally, and in other provinces.

For more information, please contact:

British Columbia Trade Development Corporation
Suite 730, 999 Canada Place
Vancouver, B.C., V6C 3E1
Tel.: (604) 844-1900
Fax: (604) 660-2457

B. Federal Government Programs

1. Program for Export Market Development (PEMD)

Introduction

Since its inception in 1971, the Program for Export Market Development has helped over 21,000 Canadian firms sell their products and services in foreign markets. A financial assistance program of External Affairs and International Trade Canada, PEMD is jointly administered by Industry, Science and Technology Canada (formerly the Department of Regional Industrial Expansion).

Through sharing the risk of marketing, PEMD encourages private industry to explore new markets, and to promote new products and services to existing clients. The objective is to improve Canada's international trade performance, and to stimulate the Canadian economy through increased production and employment.

Program description

PEMD is the major export trade support program of External Affairs and International Trade Canada. The program has two distinct components - PEMD responds to applications for financial assistance under its **Industry-Initiated Component**, as well as funding a series of Government-Planned initiatives in which firms are invited to participate.

Assistance for Industry-Initiated activities is repayable if export sales result. Participants in Government-Planned activities pay a fee.

Industry-Initiated:

- Participation in recognized Trade Fairs outside Canada;
- Visits outside Canada to identify markets, and visits of foreign buyers or of the applicant's foreign sales agent to Canada or to another approved location;
- Marketing Agreements, combining a series of Trade Fairs and/or Visits into a comprehensive campaign aimed at a single market;
- Innovative Marketing activities which, although they offer good potential for increased export sales, do not clearly enter into one of the other Industry-Initiated activity categories;
- Project Bidding or proposal preparation at the pre-contractual stage, for specific projects outside Canada involving international competition and/or formal bidding procedures;
- Establishment of Permanent Sales Offices Abroad in order to improve the existing level of sales to that market;
- Special Activities for non-sales industry organizations to undertake export marketing activities on behalf of and for the benefit of their member firms.

Applications for assistance under the Industry-Initiated component of PEMD must be made four weeks prior to undertaking the activity.

Government-Planned:

- Trade Missions outside of Canada, and for foreign business and officials coming to Canada, or to trade shows where Canadian business participation is substantial;
- Trade Fairs abroad in specific industrial sectors or for specific types of products.

A PEMD Handbook outlining the various eligibility criteria and forms of assistance available can be obtained by contacting the InfoExport Hotline at 1-800-267-8376 or at any International Trade Centre.

2. Technology Inflow Program (TIP)

The Technology Inflow Program (TIP) is aimed at improving Canadian industry's productivity and competitiveness by helping businesses acquire foreign technology to develop new Canadian products, processes or services. TIP may provide funding, on a cost-sharing basis, for both short or longer term projects which may involve acquiring skills and knowledge, obtaining product or process licenses, technology collaborations, or foreign input to research and development.

The Technology Development Officers, stationed in more than 30 of Canada's diplomatic posts abroad, respond to specific requests to identify and locate sources of technology, provide advice on the opportunities for collaboration and offer certain visitor services such as arranging tours, meetings or visits as well as logistical support (interpreters, guides, etc.).

For further information contact:

Science and Technology Division (TDS)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario, K1A 0G2
Tel.: (613) 996-0971
Fax: (613) 952-3904

3. Export Orientation Programs

Three programs exist to assist small and medium-sized firms to expand into selected export markets.

(a) New Exporters to Border States (NEBS)

"Export ready" Canadian companies with no previous export experience spend a one or two day period in a