

Assistance offered by the program includes both government-initiated and industry-initiated activities.

Government-Initiated Activities

Trade Fairs and Missions. The government shares the cost of participating in national stands at trade exhibits outside Canada; sponsors outgoing trade missions of Canadian business persons to identify market opportunities abroad; and hosts incoming missions to Canada of foreign business and government officials who can influence export sales. There is no limit on how many of these events a particular company might participate in. In the case of trade fairs, a company will be eligible for assistance for up to three participations in the same event. A new element is the introduction of a participation fee to ensure a greater cost-sharing by industry.

Industry-Initiated Activities

For these activities the government contribution will continue to be repayable if sales result (four applications per company per year).

Trade Fairs. Funding will be provided for companies wishing to participate individually in foreign trade fairs.

Visits. Actual travel costs up to 100 per cent of the return economy airfare will be paid for both incoming visits to Canada of foreign buyers and market identification trips by Canadian companies, outside Canada. In the case of market identification trips to the United States, only companies with annual sales below \$10 million (Cdn) will be eligible for assistance.

Project Bidding. This type of assistance is cost sharing of bidding on specific projects outside Canada. The projects typically involve a formal bidding procedure in competition with foreign firms for consulting services, engineering, construction and the supply of Canadian goods and services, major capital projects, and a special provision for mega-projects (over \$250 million Canadian content).