

provide management and operational information on all trade-related activities being undertaken by or of interest to EAITC within Canada and around the world. This system will consolidate a number of other systems currently in use and will include public electronic access to a calendar of international trade events. The high-level model design of TAMS is complete and the specific design, development and implementation will be achieved by March 1991.

Program for Export Market Development

PEMD continues to be the most effective and popular export development program used by exporters to increase sales of Canadian goods and services abroad. The program shares the costs of activities that companies normally could not or would not undertake alone, thereby reducing the risks involved in penetrating a foreign market. PEMD, a repayable financial contribution, encourages Canadian companies not previously involved in exporting to become exporters. It also encourages existing Canadian exporters to enter new geographic markets and new product markets.

The focus during the past year has been to improve the program's responsiveness to industry needs and to make it more accessible. Attention was given to further consolidation of services and to program management; a revised PEMD Handbook was distributed to over 100 trade associations. Sales reported during the year as a result of PEMD industry-initiated marketing activities will exceed \$1 billion for the third consecutive year. Approved applications for support under the industry-initiated component of the program rose by 4 per cent during the past year to 3,190. The government-planned component, with a budget of \$18.2 million, supported 192 trade fairs, 55 outgoing trade missions and 84 incoming buyer missions. A total of 1,600 Canadian companies and foreign buyers participated.

International Trade Centres

International Trade Centres were established in 1988, in cooperation with Industry, Science and Technology Canada, to provide a highly visible federal government trade development presence across the country and also to create a link to EAITC resources in Ottawa and abroad. During the year under review, a new office in Calgary