

advertising and various other expenses for group exhibitions, by covering the transportation costs for the participants and the samples for group trade missions, and by paying part of the transportation costs for the participants and all the advertising and other organization costs for missions seeking industrial accords involving technology transfer. For the last type of mission, but on an individual basis between Quebec and France, firms can benefit from the ACTIM-MCE program, under which almost all transportation and accommodation costs are covered by Quebec or by France, depending on the firm's country of origin.

Firms that participate individually in trade missions may be eligible for export promotion assistance provided under the APEX program. In general, this program provides a refund of 50 per cent of the costs approved in advance and a daily allowance for a maximum of 75 days, depending on the nature of the project. Eligible activities include: canvassing and development of new markets; participation in trade exhibitions; establishment of an export marketing strategy; development of a sales office or distribution network; and creation of an export organizational structure.

The Department also helps foreign buyers come to Quebec by paying all expenses for the return trip between the buyer's country of origin and Montreal.

For further information, contact the Department of External Trade at:

Place Mercantile	1041 de la Chevrotière
770 Sherbrooke Street	G Building, 30th Floor
West	Quebec City, Quebec
Seventh Floor	or G1R 5E9
Montreal, Quebec	Tel.: (418) 643-2874
H3A 1G1	
Tel.: (514) 873-2676	

The Quebec Industrial Development Corporation is a provincial crown corporation that both advances funds to exporters and makes export credits available to foreign buyers to support Quebec exports. This assistance is provided under three programs, as discussed below:

Export Consortium Assistance

The Industrial Development Corporation is prepared to assist in the formation of an export consortium by providing loans that are convertible into shares or shareholders' advances, and by purchasing equity directly as a partner in the group of exporters.

Product and Market Development Assistance

The Corporation advances funds in the form of loans at market rates or loan guarantees to finance up to 80% of expenses incurred over a three-year period in penetrating new markets. In certain cases, up to 50% of an unpaid loan balance is forgivable.

Export Credits

Commercial bank loan guarantees are available to foreign buyers of Quebec goods and services, normally in conjunction with funds provided by private or other government organizations.

For more information, interested exporters should contact the Industrial Development Corporation at:

SDI Exports	SDI Exports
770 Sherbrooke Street	1126 Saint-Louis Road
West	Room 700
9th Floor	or Sillery, Quebec
Montreal, Quebec	G1S 1E5
H3A 1G1	Tel.: (418) 643-5172
Tel.: (514) 873-4375	

6. Ontario

The Ministry of Industry and Trade provides assistance to Ontario-based exporters by helping to finance both incoming buyer missions and outgoing trade missions and exhibitions when these are organized by the Ministry. For additional information on these export marketing services, exporters should consult:

International Marketing Branch
 Ministry of Industry and Trade
 900 Bay Street
 Queen's Park
 Toronto, Ontario
 M7A 2E1
 Tel.: (416) 965-5704 (USA Markets)
 (416) 965-9709 (Europe/Middle East Markets)
 (416) 965-5701 (Pacific/Latin American markets)
 Telex: 06-119785

The Ministry of Industry and Trade also administers the Export Success Fund, under which non-repayable contributions for any 12-month period can be made available to cover 50 per cent of eligible marketing costs incurred in exporting. Four areas have been identified for support under the Fund, as follows:

- market research and planning;
- on-site market assessment follow-up;
- product modification and package design; and
- merchandising and promotion.

To be eligible, companies should be established in Ontario for at least two years and employ less than 100 persons. The product to be exported must already exist and possess a Canadian value-added level of at least 50 per cent.

For more information, contact:

The Export Success Fund
 International Marketing Branch
 Ontario Ministry of Industry and Trade
 900 Bay Street
 Queen's Park
 Toronto, Ontario
 M7A 2E1
 Tel.: (416) 963-3083

The Export Success Fund assists consulting engineers, architects, management and specialist consultants, contractors and manufacturers of capital equipment. Loans of up to \$50,000 are available for any 12-month period to cover 50 per cent of eligible costs incurred on international capital projects. Loans are available for: pre-feasibility study costs; proposal preparation; and bid and performance bond premiums.

For more information on these loans, contact any of the regional offices of the Ministry of Industry and Trade or:

Ontario International Corporation
 900 Bay Street
 Queen's Park
 Toronto, Ontario
 M7A 2E1
 Tel.: (416) 965-3060

Revolving lines of credit for up to \$1 million are also available to Ontario exporters from the Ontario Development Corporation, the Northern Ontario Development Corporation and the Eastern Ontario Development Corporation to finance up to 90 per cent of foreign accounts receivable on a short-term basis. This assistance is supplemental to conventional financing and is geared towards entrepreneurs and small businesses with strong export capabilities. EDC insurance or other satisfactory credit insurance is normally required.