

Special Activities. Special-activities assistance is available for non-profit, non-sales, food, agriculture and fish organizations, marketing boards and agencies. Activities undertaken by these organizations must be for the benefit of their members and include participation in trade fairs, visits, technical trials, product demonstrations, seminars and training, and commodity promotion.

Marketing Agreement. This, although not a new PEMD activity, is a method of packaging PEMD industry-initiated activity assistance over a one- to two-year period.

Marketing agreements are most suitable for medium-sized experienced exporters who also meet the applicant eligibility criteria. Only activities already outlined in industry-initiated PEMD are eligible for cost-sharing under a marketing agreement.

Further information on the PEMD program is available from InfoExport, the Western Europe Trade, Investment and Technology Division or the International Trade Centres co-located with the regional offices of Industry, Science and Technology Canada.

Publicity

CanadExport, a bimonthly newsletter, contains articles and reports on export opportunities such as government services to industry, international market conditions and terms of access, industrial development, and joint industry-government efficiency studies. It also outlines fairs and missions organized worldwide by External Affairs and International Trade Canada under its fairs and missions programs. Other issues of *CanadExport* list multilaterally funded capital projects overseas offering export opportunities for Canadian suppliers of goods and services.

English and French editions are available without charge to Canadian manufacturers. Write or call:

CanadExport

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