Proposals under PEMD are made by Canadian industry rather than government. PEMD is made up of several sections, each of which is designed to support a particular phase of market development including project proposal preparation, market identification, participation in trade fairs and sponsoring of incoming buyers, formation of export consortia and the establishment of permanent overseas sales offices. In all sections of the program, companies are encouraged to develop self-sustaining export markets for their products. For details see the PEMD brochure available from your nearest regional office or the PEMD Office at External Affairs and International Trade Canada.

The Canadian International Development Agency (CIDA), under its Industrial Co-operation Program, provides direct support for Canadian companies to investigate industrial collaboration opportunities in developing countries. The program funds proposals by Canadian companies for projects such as joint ventures, licensing agreements, management contracts, or other commercial undertakings. For more information contact the Industrial Co-operation Division at CIDA, or overseas Posts.

While the majority of trade between Canada and India is financed by letters of credit, the Export Development Corporation (EDC) plays an important role in developing Canadian export trade by providing credit insurance, guarantees, loans, and other financial assistance to enable exporters to meet international competition.

In 1984, EDC and CIDA were successful in providing financing in the range of $620 million for highly competitive terms for Canadian development of the Chamera Hydroelectric Power Project in India. A current initiative involves a line of credit for the sale of Canadian capital goods and services for the oil and gas sector totalling $198 million. For further information, contact the EDC in Ottawa.

Foreign aid can create trade opportunities in India for Canadian businesses through projects financed by multilateral lending institutions such as the World Bank and, to a limited extent, the Asian Development Bank. Development projects provide for the supply of goods and services through both competitive bidding and subcontracting to prime contractors. Procurement systems for projects financed by international lending agencies follow "international competitive bidding" procedures. Information on the status of projects is published by the information offices of the World Bank and the Asian Development Bank. Project