

medium-sized manufacturers with some experience in exporting.

More information on the PEMD program is available from Info Export, the Caribbean and Central America Trade Development Division or the International Trade Centres located in the regional offices of Industry, Science and Technology Canada.

## Publicity

*CanadExport*, a bi-weekly newsletter published in English and French editions, promotes Canadian exports abroad. It features a variety of articles and reports on export opportunities, trade successes, government services to industry, international market conditions and tenders, industrial development and joint industry-government trade-promotion activities. Articles also appear regularly on fairs and missions organized abroad by the Department of External Affairs under its Fairs and Missions programs, as well as major fairs worldwide, and on multilaterally funded capital projects overseas which offer export opportunities for Canadian suppliers of goods and services.

*CanadExport* is available free of charge to Canadian manufacturers from the Department of External Affairs (BTC), Lester B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Call Info Export toll free: 1-800-267-8376.

## Industrial Co-operation with Developing Countries

The Canadian International Development Agency (CIDA) established in 1978 the Industrial Cooperation Program to increase the effectiveness of the agency's social and economic development programs in the Third World.

This program, together with other existing bilateral programs, assists Canadian companies in penetrating new markets in developing countries and supports them in seeking opportunities for investment, joint ventures and transfers of technology in these markets.

The Industrial Cooperation Program uses financial incentives to support Canadian private sector initiatives in long-term business co-operation arrangements and in project definition studies in developing countries. Support is also provided for making contacts and identifying opportunities