

Trade Missions. PEMD assistance covers both trade missions abroad and foreign business and government officials' trips to Canada or to another approved location.

Government-Initiated Trade Fairs.

These are usually limited to a specific industrial sector or type of product. The selection is determined by the expected demand for a product in a specific market.

2. Industry-Initiated Activities

The second component of PEMD comprises financial assistance for export marketing activities that are initiated by industry. This type of assistance is repayable if sales are generated. The types of activities are:

- Participation in recognized trade fairs outside Canada.
- Visits outside Canada to identify markets, and visits of foreign buyers to Canada or to another approved location.
- Project bidding, or proposal preparation, at the pre-contractual stage, for specific projects outside Canada involving international competition and formal bidding procedures. It covers the supply of Canadian goods and services for major capital projects including consulting services, engineering, construction and equipment.
- The establishment of export consortia for companies that would be better able to exploit export opportunities by pooling their resources and sharing costs and risk with other companies.
- The establishment of permanent sales offices abroad (excluding the U.S.) in order to undertake sustained marketing efforts outside Canada.
- Special activities for non-profit food, agriculture, and fish organizations, marketing boards and agencies (for the benefit of their members). Activities include participation in trade fairs, visits, technical trials, product demonstrations, seminars and training, and commodity promotion.

For more information, call Export Programs Division at (613) 996-8708.

Canada-U.S. Defence Production Sharing Arrangement

This arrangement gives Canadian manufacturers the opportunity to provide defence supplies and services to the U.S. military in competition with American industry.

Under this program, Canadian firms can compete effectively because, in most cases, the U.S. government has waived customs duties and its Buy America Act. The program aims to improve market access for Canadian businesses, but does not provide financial assistance. Call (613) 996-8050 for information.

Canada-U.S. Defence Development Sharing Program

This program, a companion to the previous one, does offer financial assistance. For approved projects, Canadian companies are reimbursed 100 per cent of their costs for the research and development phase of U.S. military projects. Funds are provided by the participating U.S. Department of Defense agency and up to 50 per cent by the Canadian government through the Defence Industry Productivity Program (DIPP). Call (613) 996-3518 for details.

Grains and Oilseeds Program

This program offers information, direction and assistance to individuals and firms concerned with market development, marketing, handling and processing of grains, oilseeds and their products. Assistance includes the provision of government guaranteed credit on export sales and a market development program which includes the conduct of trade missions and dissemination of information on marketing opportunities. Call (613) 995-8767 for information.

Export Financing

The department participates actively in both policy formulation and operational aspects associated with the Export Development Corporation, the Canadian International Development Agency, the Canadian Commercial Corporation and the international financing institutions. The role of financing in the promotion of Canadian exports is vital for today's markets. Call (613) 996-2939 for details.

Export Permits and Controls

The department makes exporters aware of the requirements of the Export and Import Permits Act and reviews and approves, or denies, export permit applications. It also establishes policy relating to the control of exports from Canada for national security, foreign policy or supply reasons. For further