

TRADE ASSOCIATIONS

The Trade Association Activities' component of PEMD provides non-repayable support to not-for-profit national trade or industry organizations that undertake generic promotional, market intelligence or market access improvement activities on behalf of their member companies.

The program contributes to the costs of activities that range from developing an international web page and industry capability guides to organizing seminars and mounting trade show pavilions in key markets. The program allows associations to target niche markets for their member companies and/or provide quality promotional materials. Industry associations receiving PEMD—Trade Associations support have mounted a

variety of sectorally based export promotion initiatives. These initiatives are particularly important for small and medium-sized enterprises, which could not afford such undertakings on their own.

The trade association component is administered by three Divisions of the Department of Foreign Affairs and International Trade; namely:

ACA – THE ARTS AND CULTURAL INDUSTRIES PROMOTION DIVISION

ACET – THE EDUCATION MARKETING UNIT OF THE INTERNATIONAL ACADEMIC RELATIONS DIVISION; and

TCM – THE MARKET SUPPORT DIVISION.

APPLICATIONS/ASSISTANCE/EXPENDITURES

In 1998-99, 29 trade association applications were approved. A total of \$2.19 million in assistance was authorized and \$1.76 million expended.

During the five year period from 1994 to 1999, trade associations had an average of 27 applications approved per year, \$2.25 million in assistance authorized and spent \$1.5 million in expenditures.



OVERVIEW OF TRADE ASSOCIATIONS - 5 YEAR PERIOD

YEAR	APPROVED APPLICATIONS	AUTHORIZED ASSISTANCE \$	EXPENDITURES \$
1994-95	18	2,595,903	1,450,403
1995-96	29	2,014,557	1,536,740
1996-97	25	1,812,303	1,304,646
1997-98	32	2,617,763	1,526,047
1998-99	29	2,188,713	1,758,567