agencies for technical trials, product demonstrations, seminars and training, as well as commodity promotion. This assistance is non-refundable; two approvals per applicant per government fiscal year are permitted.

Marketing Agreement — The new PEMD offers applicants the flexibility to enter into concentrated agreements with the government to undertake marketing programs made up of a combination of activities eligible under the regular program for a period of up to two years. It is aimed at medium-sized manufacturers with some experience in exporting.

More information on the PEMD program is available from Info Export, the South America Trade Development Division, International Trade Centres or 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