

China-based centre a technology haven for Canadian traders

Canadian companies — particularly those in Ontario — interested in the Chinese high-tech market will find the new Ontario-Jiangsu Science and Technology Centre an excellent access point to major Chinese industrial and manufacturing areas.

Located in Naging, capital of the province of Jiangsu, the Centre is an important element in Ontario's strategy to develop commercial relations with the People's Republic of China.

With its population base of 61 million, and its strategic location on the east coast near Shanghai and five neighboring provinces (Shandong, Anhui, Zhejiang, Jiangxi and Fujian), Jiangsu offers immense potential for industrial and commercial development.

The Centre opens this month with an inaugural exhibition of advanced technology. Twenty-two Ontario companies are taking advantage of this opportunity to show their high-tech wares. Ten are holding technical seminars on subjects related to the exhibits.

Funded and operated jointly by Ontario and Jiangsu, within the framework of a November 1985 "twinning agreement," the Centre will serve to identify specific Chinese requirements for technology, equipment and training in Jiangsu and the surrounding region, and match those needs to the appropriate Ontario suppliers.

In addition, it will:

- increase Chinese awareness of Ontario technology and equipment;
- identify specific, high-priority Chinese requirements and link them to Ontario technology and services;
- demonstrate the application of appropriate Ontario technology and showcase the Canadian province's capabilities through exhibitions and other means; and
- encourage exports from Ontario to China through technology transfer, joint ventures, licensing, consulting advice and training.

Fees for support services, training courses, seminars and the rental of exhibition space are intended to recover only a portion of operating costs.

Companies and interested export groups are invited to contact the China Section, Ministry of Industry, Trade and Technology, Government of Ontario, 900 Bay Street, Hearst Block, Queen's Park, Toronto, Ontario, M7A 2E1. Tel: (416) 965-2781. ★

New passport office

A new regional passport office, designed to provide improved service to the public in the Montreal area, has been opened by the Department of External Affairs in Saint-Laurent, Que. The address is 3300 Cote Vertu, Ground Floor, Suite 112, Saint-Laurent (Facing Place Vertu), Que., Tel: (514) 283-2152.

New PEMD set for April arrival

On April 1, 1987, the Department of External Affairs (DEA) will consolidate its two current export assistance programs, the Program for Export Market Development (PEMD) and the Promotional Projects Program (PPP), into one simply called PEMD, a name well recognized by both the private sector and governments. This first in a series of articles will provide a "background" on PEMD's development. Future articles will detail the types of assistance available; the eligibility criteria for participating or applying; the steps to follow when applying; and program contacts for further information and guidance.

The Nielsen Task Force, officially known as the Ministerial Task Force on Program Review, reviewed and made recommendations on the two DEA export assistance programs. They were found to be valuable export promotion tools.

Statistics confirm these findings.

The PEMD program — it approved more than 32,000 applications for assistance total-

'The new PEMD has been designed to increase private sector export marketing efforts'

ling over \$175 million from 1971 to 1985-86 — generated an impressive \$6.4 billion in reported sales.

PEMD's objective has been to encourage non-exporters to begin export marketing and to encourage established exporters to expand their activities to new markets. Up to 50 per cent of the costs of specified marketing efforts were contributed by the government and were repayable if sales resulted.

During the same period, PPP promoted Canadian capabilities in all parts of the world through government-initiated trade fairs and missions, and underwrote part of the cost to industry of participating in these promotional events. From 1971 to 1985-86, PPP assisted more than 35,000 participants, helping to generate approximately \$5.4 billion in export sales.

The Nielsen Task Force recommended that considerable economies could be made by consolidating PEMD and PPP — streamlining procedures and eliminating duplication wherever possible.

Aiming for consolidation and re-design by March 31, 1987, DEA undertook extensive consultations with the business community, provincial governments and other federal government departments in designing the new program which would operate at the 1984-85 level of funding.

After more than a year of extensive consultations and refinement, the new program has now been approved for implementation.

The new PEMD has been designed to increase private sector export marketing efforts. But care has been taken to streamline and simplify the procedures to be followed in applying and processing applications; to prepare a single set of eligibility criteria for both government- and industry-initiated activities; and to eliminate wherever possible overlap and duplication between parts of the program

and other federal and provincial programs.

The next *CanadExport* article will detail the types of assistance available under the new program. ★

Seminars on export

Canadian companies with questions about the latest developments in government export support programs will get their answers by attending any of a series of four seminars scheduled for next month in major centres in Western Canada.

Sponsored by the Canadian Export Association, the "New Trade Development Initiatives" seminars are designed to provide exporters and potential exporters with the opportunity to seek clarification on criteria associated with government programs and to provide constructive criticism so that trade facilities can be improved for the betterment of Canada's exporting community.

Among the topics to be discussed in each of the one-day seminars are:

- an overview of provincial trade initiatives;
- the restructuring of the Program for Export Market Development (PEMD) and the Promotional Projects Program (PPP);
- the revisions to export controls and improvements to the approval process;
- new and enhanced Export Development Corporation (EDC) facilities;
- new developments in short- and medium-term financing through private bank sectors;
- new project information initiatives being undertaken by the Canadian International Development Agency (CIDA);
- new Federal Business Development Bank (FBDB) guarantee program; and
- how the Canadian Commercial Corporation (CCC) can assist with multilateral procurement.

Dates and locations of the seminars are: Feb. 16 — Westin Bayshore Hotel, Vancouver, B.C.; Feb. 17 — Edmonton Convention Centre, Edmonton, Alta.; Feb. 19 — Saskatoon Inn, Saskatoon, Sask.; and Feb. 20 — Fort Garry Hotel, Winnipeg, Man.

For complete details on registration procedures and costs, contact the Canadian Export Association, 99 Bank St., Suite 250, Ottawa K1P 6B9. Tel: (613) 238-8888. Telex: 053-4888.

Canadian business persons interested in tendering for World Bank-financed projects should find value in a series of seminars scheduled for this year in Washington, D.C.

To obtain the maximum benefit out of their Washington visit, participants should contact — a month in advance of the session — Richard Roy, Canadian Commercial Counsellor, who can arrange meetings with project managers of the various financial institutions. Tel: (202) 483-5505, ext. 335.

To register for the free morning seminars, call the World Bank at (202) 477-8830. They are slated for Feb. 12, March 19, April 9, May 14, June 11, Sept. 24, Oct. 15, Nov. 19 and Dec. 10. ★