

SECTION III

Other Government Programs and Services

A. PROVINCIAL EXPORT FUNDING PROGRAMS

All provinces have facilities in place to provide financial support to resident exporters. This assistance, as described below, can vary from cost-sharing arrangements on product promotion activities and new market development to export credits in some cases. Many of these facilities are normally not provided when assistance is also available from the federal government. Interested exporters should also note that for the most part the maximum support that can be extended on individual projects is subject to specified limits. Companies requesting provincial assistance must demonstrate financial and management strengths and an ability to succeed in export markets. In most cases, companies must apply several weeks in advance of the proposed event or project for which funds are requested.

1. Newfoundland

Under the Market and Product Development Program and the Marketing/Product Enhancement Program, the Department of Development offers grant assistance for up to 50 per cent of eligible costs for provincial companies exporting or developing products for home use that will displace imports. Eligible costs include: research and development of new products; promotion of new or existing products in new markets; modifying products for sale in new markets; labelling and packaging; travel for the purpose of contacting potential customers, investigating production operations and preparing export proposals; consultant studies; advertising; and trade fair participation.

For more information, contact:

The Department of Development and Tourism
Prospect Development Division
P.O. Box 4750, Atlantic Place
St. John's, Newfoundland
A1C 5T7
Tel.: (709) 576-2781
Telex: 016-4949

2. Prince Edward Island

The P.E.I. Development Agency was established in 1984 as a provincial crown corporation combining the activities of the Market Development Centre and Industrial Enterprises Inc. Its mandate is to assist Island primary producers, processors and manufacturers to improve existing products and processes and to develop new ones, to identify new market opportunities, and to advertise and to promote Island products. Several areas of concentration of the Development Agency, such as sales assistance, which includes incoming buyer assistance, marketing plan assistance, advertising and promotion and trade show participation, can support both domestic and export activities.

Financial assistance for these activities is available on a negotiated cost-sharing basis from funding provided jointly by the Province of Prince Edward Island and the federal Department of Regional Industrial Expansion.

One program that is targeted exclusively at exporting is the Export Contracting program, which is intended for Island processors and manufacturers seeking to secure additional business in new or expanded export markets.

Eligible firms must lack experience in exporting or be inexperienced in pursuing business in a particular export market. These firms are expected to participate fully in all aspects of the contracting program so that they can acquire the experience to pursue subsequent export activities independently. Financial assistance is available for:

- identifying and investigating opportunities;
- negotiating contracts with buyers;
- costs associated with financing, insurance and export documentation; and
- payment advances on contracts signed by the Development Agency with buyers.

For additional information, contact:

Prince Edward Island Development Agency
1 First Avenue
West Royalty Industrial Park
West Royalty, Prince Edward Island
C1E 1B0
Tel.: (902) 566-4222
Telex: PEIDA-CHTN 01444109

3. Nova Scotia

The Nova Scotia Department of Development administers the Trade Expansion Program and the Product Development Program to assist Nova Scotia-based manufacturers, processors and eligible services firms which are pursuing export contracts. The Trade Expansion Program provides assistance on a cost-sharing basis for trade fairs and exhibitions, incoming buyer missions, and market identification activities. Eligible costs include booth rental, transportation costs for approved company personnel, overseas accommodation costs, and incoming buyer transportation costs. Under the Product Development Program, grant assistance is available for new product and marketing literature.

For more information, consult:

Market Development Centre
Nova Scotia Department of Development
5151 George Street
Halifax, Nova Scotia
B3J 2R7
Tel.: (902) 424-4242

4. New Brunswick

The Trade Assistance program of the Department of Commerce and Development is available to support eligible New Brunswick exporters. Financial assistance takes the form of cost-sharing arrangements for eligible travel, per diem and other expenses related to trade missions, trade shows and incoming buyer visits, normally, when organized by the Department.

For more information, contact:

Trade Assistance Program
The Department of Commerce and Development
Government of New Brunswick
P.O. Box 6000
Fredericton, New Brunswick
E3B 5H1
Tel.: (506) 453-2875

5. Quebec

Support to Quebec-based firms in their export activities is provided by both the Department of External Trade and the Industrial Development Corporation.

The Department of External Trade provides financial assistance to exporters for their marketing activities outside Quebec, by covering the costs of building stands,