

Introduction

Background

The *Renaissance Eastern Europe Program* is funded by the Department of Foreign Affairs and International Trade's Bureau of Assistance for Central and Eastern Europe. The Bureau is responsible for delivering Canada's Assistance Program to the countries of Central and Eastern Europe and the former Soviet Union. The *Renaissance Eastern Europe Program* is administered by the Central and Eastern Europe Trade Development Division. The *Renaissance Eastern Europe Program* was created in 1990 as part of Canada's assistance efforts to the countries of Central and Eastern Europe and the former Soviet Union.

Objectives

The *Renaissance Eastern Europe Program* is designed to assist the countries of Central and Eastern Europe and the former Soviet Union make the transition to free market economies. To do this, the Program seeks to increase the involvement of Canadian companies prepared to invest in these markets through the establishment of long-term business relationships.

The *Renaissance Eastern Europe Program* recognizes that Canadian firms are confronted by disadvantages of geography and traditional trading links when it comes to investing in Central and Eastern Europe and the former Soviet Union. Through this program, Canadian firms interested in establishing long-term business relationships in Central and Eastern Europe and the former Soviet Union, are assisted with certain costs associated with these investments.

The two fundamental objectives of the *Renaissance Eastern Europe Program* are:

- to transfer Western business practices generally, and specifically Canadian expertise, investment and technology to assist in the development of free market enterprises in the countries of Central and Eastern Europe and the former Soviet Union; and
- to increase the familiarity and cooperation between the people of Central and Eastern Europe and the former Soviet Union with the Canadian private sector, resulting in increased trade with the region.