

products and services and on informing business people about export services provided by the Canadian government and export opportunities as they arise.

International Trade Centres

As well, International Trade Centres are located across Canada to provide a full range of trade services for Canadian exporters. They are staffed by experienced trade commissioners and a senior trade commissioner from External Affairs and International Trade Canada. Services, such as export counselling and the provision of market opportunity information, are combined with the ability to assist in the development of individual marketing plans. The centres also act as focal points for export awareness programs such as seminars and workshops. In addition, each centre will be linked with the WIN Exports (World Information Network for Exports) system operated by External Affairs and International Trade Canada.

The centres are co-located with the regional offices of Industry, Science and Technology Canada (except for the Northwest Territories and the Yukon) and are often the first point of contact for potential exporters. Future centres are to be located in Calgary, Regina, London and Quebec City.

Sources of Financing

To further Canadian export development objectives, trade promotional programs are available under the Program for Export Market Development. This support can be divided into two categories:

- funds designated for government-initiated events for the implementation of promotional projects abroad; and
- the Program for Export Market Development (PEMD) through which the repayable loans are made to individual companies to cover costs in developing export business which might otherwise not be undertaken.

In the first instance, Canadian trade fairs abroad, trade missions, and trade visits are initiated, organized, and implemented by External Affairs and International Trade Canada. The range of these activities includes participation in international trade fairs, solo shows, and in-store promotions; the organizing of technical seminars and trade missions abroad; and the sponsoring of foreign visits to Canada to stimulate the sale of Canadian products in various export markets.