

organized by the Department varying from 50% to 100% sharing of costs.

Budget for 1984 - 85 is approximately \$1.5 million.

- Courses and Seminars

Preparatory courses and seminars vary in length from 4 to 30 hours for Quebec based companies interested in exporting. Some costs shared.

- Marketing Management Program

Three types of assistance available:

Section A: market studies with 60% sharing of eligible costs up to a maximum of \$15,000.

Section B: Outside marketing consultants fees shared at 60% to set up a marketing organization. Maximum of \$15,000.

Section C: Design of marketing related publications shared at 40% up to a maximum of \$10,000.

1983 - 84 budget was \$4 million.

Assistance is also available to support bringing in incoming buyers.

Financial statements must be submitted and show sales of more than \$200,000 for cultural industries. For other industries, sales must be more than \$500,000. Companies do not qualify if they receive PEMD assistance. All cultural sectors qualify for assistance under these programs.