

CAI
EA
C16
v. 10 no. 8
May 1, 1992
ODOCS C.1

Dept. of External Affairs
Min. des Affaires extérieures
MAY 21 1992
RETOUR À LA BIBLIOTHÈQUE

LATEST ISSUE
DEMIER
NUMERO

External Aff.
International Trade

CANADEXPORT

Vol. 10, No. 8

May 1, 1992

Exports Bearing "Eco-Label" Edge Out Competition in EC Markets

Canadian exporters whose products display "flower power" could have the edge on the competition when it comes to exporting to the European Community (EC).

That's because in December 1991, environment ministers agreed to introduce — as early as this fall — a Community-wide "eco-label" scheme to identify goods that satisfy health, safety and environmental requirements. The label, an EC flower emblem, can be affixed to imported goods that meet EC re-

INSIDE	
U.S. Environment Market	2
Business Opportunities	3
Trade Fairs	4-5
Quality Means Exports	6
Prospering in Puerto Rico	7
Agenda/Publications	8

quirements which cover all aspects of the manufacture of a product and its packaging.

John Klassen, Director of External Affairs and International Trade Canada's European Community Division (RWM), says, "Not only is there a marketing benefit in being officially recognized as environmentally responsible, but failure to obtain a label could result in the loss of business to a competitor who successfully applies for one."

The regulation states that imported products for which the eco-label is sought must meet the same requirements as products made in the Community. They must not contravene community health, safety, and environment requirements; they shall not contain substances classified as "dangerous" under EC Directives; they cannot be manufactured by a process which contravenes Community or Member State environmental legislation or which significantly harm man or the environment.

More specifically, the regulation states that the reduction of environmental impact will be achieved by minimizing the use of natural and energy resources, raw materials, emissions into air, water and soil. The generation of waste and noise will be reduced through the use of clean, lowest-risk, sustainable technologies designed to prevent destruction of the ecosystem.

Eco-labelling shall not be used for food, drinks or pharmaceuticals, all of which are covered by other legislation. Awarding of the eco-label will be based on the establishment of product groups, defined to ensure

Continued on page 3 — Flower

New Budget Kick-Starts PEMD

\$18.3 million: That's the 1992-93 budget that has restarted the Program for Export Market Development (PEMD).

It was suspended in November 1991 because of an unprecedented surge in demand and reinstated, on a limited basis, in January 1992, with funding of \$1.5 million.

"PEMD is the Canadian government's best known and most widely used trade promotion program," Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson said in announcing on April 1 the re-starting of PEMD.

Managed by External Affairs and International Trade Canada, PEMD supports small- and medium-size companies' participation in trade fairs, incoming and outgoing missions, and in bidding on major capital projects.

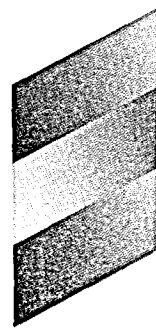
Wilson noted that, while the

program has been restarted, activities such as assisting in the opening of sales offices abroad and in supporting innovative marketing techniques would be deferred, pending further study. Contributions to certain other activities have also been reduced.

"By ensuring a careful monitoring of the funding level, we can be assured that export-ready companies will continue to have access to this popular export support program for their international marketing plans," Wilson said.

Since the program's inception in 1971, nearly 24,000 Canadian firms have received PEMD support, generating \$10.4 billion in export sales.

Companies wishing to discuss their export marketing plans or PEMD, should contact the International Trade Centre of Industry, Science and Technology in their province.



Canada