

Development (PEMD) will also be promoted. PEMD F, which can help a company sustain ongoing market analysis and market development activities and PEMD C, which assists companies to participate in trade fairs, will be of particular benefit to firms exporting to Norway.

Steps will also be taken to make Norwegian buyers more aware of Canadian expertise and products through seminars, speeches by Ministers, publicity and press releases, pamphlets and other promotional materials. To meet information needs, new studies will be undertaken. The Western European Division of the Bureau of European Affairs in the Department of External Affairs and in sector specific areas, selected Industry Sector Branches of the Department of Regional Industrial Expansion have prime responsibility for the implementation of the plan. The key to success is the co-ordination and co-operation of all federal departments, provincial governments and active involvement by business and industry. Consultation in the formation of the plan with the provinces, and with other federal departments has taken place. Ongoing consultations by departmental officials with businessmen have ensured that private sector views have also been incorporated. Given this concentration of effort and dedication of purposes, there is every reason to expect that Canada's share of the Norwegian market can be maintained or possibly increased.