

ment fiscal year, except where export consortia are involved.

The Trade Mission Program sponsors a number of trade missions each year. Transportation costs, official reception costs and the costs of providing interpreters for participating companies are normally paid by the Ministry, which acts as official group leader and makes most business appointments for the mission members. Participating companies are selected at the Ministry's discretion in accordance with the market area investigated.

The Market Development Program can reimburse manufacturing and processed goods companies for economy airfare costs, up to a specified maximum, incurred to investigate potential export opportunities, establish marketing arrangements in foreign markets or make follow-up calls on new accounts or new representatives.

Bringing potential buyers to view a local plant at first hand is often a valuable technique for bringing sales negotiations to a successful conclusion. The Incoming Buyers Program will reimburse the company for the buyer's economy return airfare, subject to specified limits, where manufactured or processed goods are involved.

Financial support for participation in trade shows outside the province is available under the Trade Show Program for up to 100 per cent of space rental costs subject to specified ceilings. The intent of the Trade Show Program is to support exports of manufactured or processed goods.

For additional information, the exporter should contact the Director, International Marketing Branch, at the following address:

*Ministry of International Business and Immigration
P.O. Box 19
750 Pacific Boulevard South
Vancouver, British Columbia
V6B 2E7
Tel.: (604) 660-4567
Telex: 04-55459
Fax: (604) 660-3917*

B. Federal Government Program for Export Market Development (PEMD)

The Department of External Affairs (DEA) has consolidated two of its international trade promotion and export activity programs. As of April 1, 1987, the Promotional Projects Program is merged with the Program for Export Market Development, under the PEMD name. Existing agreements with businesses under the old programs will be honoured until their natural expiry dates.

The objective of the revised PEMD is to improve Canada's international trade performance and, at the same time, stimulate the Canadian economy through increased production and employment. In keeping with the government's industrial and international marketing strategies, PEMD offers an opportunity for Canadian businesses to undertake new, and often risky, export activities that they could not, or would not, normally undertake on their own.

PEMD offers financial assistance to Canadian businesses that wish to participate in or undertake various types of international trade promotion and export activities. The Program covers projects initiated by industry as well as projects initiated by government that business participates in by invitation. PEMD is designed to assist companies regardless of size.

Financial assistance is available to eligible participants and applicants for the following export marketing activities:

Government-Initiated

- **Trade Missions** outside of Canada, and for foreign business and officials coming to Canada or to trade shows where Canadian business participation is substantial.

- **Trade Fairs** abroad in specific industrial sectors or for specific types of products. Participants in government-initiated trade fairs pay a participation fee.

Industry-Initiated

- Participation in recognized **trade fairs** outside Canada.

- **Visits** outside Canada to identify markets, and visits of foreign buyers to Canada or to another approved location.

- **Project bidding**, or proposal preparation, at the pre-contractual stage, for specific projects outside Canada involving international competition and formal bidding procedures. Covers the supply of Canadian goods and services for major capital projects including consulting services, engineering, construction and equipment.

- The establishment of **export consortia** for companies that would be better able to exploit export opportunities by pooling their resources and sharing costs and risk with other companies.

- The establishment of **permanent sales offices abroad** (excluding the U.S.) in order to undertake sustained marketing efforts outside Canada.

- **Special activities** for non-profit, non-sales, food, agriculture, and fish organizations, marketing boards and agencies (for the benefit of their members). Activities include participation in trade fairs, visits, technical trials, product demonstrations, seminars and training, and commodity promotion.

The assistance provided for PEMD industry-initiated activities is repayable if export sales result.

Applications must be made prior to undertaking the activity.

DEA has published the **PEMD Handbook** which outlines the various eligibility criteria for potential participants, applicants, and activities. The Handbook also describes how to apply for assistance in industry-initiated export marketing activities. For a copy of the Handbook, and the appropriate PEMD application form, contact DEA's InfoExport (1-800-267-8376), or your nearest ISTC office.