

EXPORT SUPPORT FACILITIES

Canada's federal and provincial governments have numerous export assistance programs for Canadian companies that want to begin selling in foreign markets. There is no shortage of such programs; the real difficulty lies in knowing what each of them is and how to reach them.

The main government organizations involved in the delivery of export-related and financing services are:

- Department of External Affairs
- Trade Commissioners Abroad
- International Trade Centres
- Department of Regional Industrial Expansion
- Export Development Corporation
- Canadian Commercial Corporation
- Canadian International Development Agency
- Centres for International Business Studies

DEPARTMENT OF EXTERNAL AFFAIRS

The Department of External Affairs has geographic divisions for every region of the world. Resources are devoted to trade development and economic and trade relations.

The geographic divisions promote and assist companies develop specific capital projects. They manage export promotion activities and co-ordinate the export interests of other federal departments and agencies with those of provincial governments and private companies.

The geographic divisions carry out many specific activities such as organizing trade fairs, serving as liaison with financial institutions and making contacts for businesses. They keep abreast of anything that affects trade, from formal agreements on tariffs and duties to informal agreements on technical specifications and product inspections. These divisions (Africa and Middle East, Asia and Pacific, Europe, Latin America and Caribbean and the United States) also provide up-to-date information on political affairs that might have an effect on Canada's trading relationships.

Various bureaus within the International Trade Development Branch of the Department of External Affairs are focal points for industrial export activities and provide information about major projects abroad. The department offers many program activities of interest to exporters.

Program for Export Market Development (PEMD)

PEMD offers assistance to Canadian businesses to participate in or undertake various types of export promotion activities. PEMD covers projects initiated by both industry and government and is designed to assist companies regardless of size.

The delivery of PEMD is handled by the International Trade Centres as well as headquarters' branches of DRIE and External Affairs. (A handbook is available to Canadian exporters.) They also monitor the success of the exporter in capturing new markets. The Export Programs Division of the Department of External Affairs has responsibility for administering the PEMD program. Sections of the program involve both government-initiated and industry-initiated activities.

1. Government-Initiated Activities.

These are government organized activities, with businesses being invited to participate. The two types are trade missions and government-initiated trade fairs.