

services, major capital projects, and a special provision for mega-projects (over \$250 million Canadian content).

**Establishment of Export Consortia** – Participating firms of manufacturers, especially small and medium-sized companies, are helped to jointly establish an incorporated company to be engaged solely in the export of Canadian products and services. These export consortia should better be able to exploit opportunities by pooling their resources and sharing export marketing costs and risks.

**Establishment of Permanent Sales Offices Abroad** – Canadian exporters are assisted to undertake a sustained marketing effort by establishing facilities in a foreign market (excluding the United States). The government will provide up to \$125 000 per project and individual companies may have up to two approvals during their lifetime.

**Activities Related to the Food, Agriculture and Fish Sectors** – Up to \$125 000 per project is available to cover special activities undertaken by non-profit food, agriculture or fish organizations, marketing boards and agencies for technical trials, product demonstrations, seminars and training as well as commodity promotion. This assistance is non-refundable; two approvals per applicant per government fiscal year are permitted.

**Marketing Agreement** – The new PEMD offers applicants the flexibility to enter into agreement with the government to undertake a marketing program made up of a combination of activities eligible under the regular program for a period of up to two years. It is aimed at medium-sized manufacturers with some experience in exporting.

More information on the PEMD program is available from Info Export, the Central America Trade Development Division or the regional offices of DRIE.

## Publicity

*CanadExport*, a bi-weekly newsletter published in English and French editions, is designed to promote Canadian exports abroad. It features a variety of articles and reports on export opportunities, trade successes, government services to industry, international market conditions and tenders, industrial development and joint industry-government trade-promotion activities. Articles also appear