

The program offers Canadian businesses financial assistance to undertake or participate in various trade promotion activities. All activities must be commercially oriented; that is, they must focus on generating export sales. The activities are categorized as either government-planned or industry-initiated.

Government-Planned Activities. These activities are organized by External Affairs and International Trade Canada, and are planned up to 18 months in advance.

Events are chosen after extensive consultation with industry, Canadian trade commissioners abroad, other departments and the provinces. Businesses are invited to participate and as much lead time as possible is given to allow potential participants to prepare. The two types of government-planned activities are trade missions and trade fairs.

Government-Planned Trade Missions. They promote the sale of Canadian goods and services abroad and gather market intelligence for Canada's industrial sectors. PEMD assistance covers trade missions abroad and trips by foreign business persons and government officials to Canada or to other approved locations. PEMD participates in trade missions by contributing:

- management/administration of the event;
- official hospitality; and
- 100 per cent return economy airfare and local ground transportation abroad.

Incoming mission participants receive per diem living allowances (hotel, meals and incidentals, under Treasury Board regulations) and 100 per cent of economy airfares for domestic travel. First-class air travel may be approved if appropriate and necessary. Participants are required to pay all costs not mentioned above and may be required to pay a participation fee to help defray expenses.

Government-Planned Trade Fairs. Participation in recognized trade fairs abroad is usually limited to a specific industrial sector or type of product. Trade fair selection is based on the event's track record; the degree of international competitiveness of Canadian producers of such products; the level of potential product demand; the level of potential demand for the products in the fair's market area; the expected cost-benefit ratio of sales per dollar invested; and the priority attached to the fair's target markets and the products being promoted. Trade fairs include participation