

specific sector in a specific country (e.g. automotive mission to France, aerospace mission to Germany), and includes a visit to a major sectoral trade fair. The program pays for return economy airfare, ground transportation and some hospitality.

Contact: Western European Trade and Investment Development Division (RWT)  
External Affairs and International Trade Canada  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Telephone: (613) 996-3298

#### *Investment Development Program (IDP)*

The Investment Development Program encourages targeted foreign corporations and other potential investors to bring new capital and technology into Canada. The program also promotes joint ventures and strategic partnerships between Canadian and foreign firms.

IDP activities are carried out by investment officers and counsellors at 43 EAITC trade offices around the world. The program initially focused on Canada's traditional foreign investment sources: the U.S., the U.K., France, Germany, Japan and Holland. It has now been expanded to cover additional European and Pacific Rim countries and the Middle East. Promotional campaigns, direct mail, seminars and other activities focus on sectors where Canada has demonstrated expertise and opportunities. A major selling point is the improved access Canada offers to the U.S. market under the Canada-U.S. Free Trade Agreement.

The department works closely with Investment Canada, Industry, Science and Technology Canada and provincial and municipal governments to identify investment priorities in Canada.

Contact: the International Trade Centre nearest you or: Export and Investment Programs Division (TPE)  
External Affairs and International Trade Canada  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Telephone: (613) 995-7576

#### *Program for Export Market Development (PEMD)*

PEMD is the department's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets.

##### *Industry-Initiated Activities*

PEMD funds up to 50 per cent of eligible expenses which must be requested in advance. A portion must be repaid if the activity generates export sales. Funded activities include:

- participation in recognized trade fairs and visits to identified markets outside Canada
- visits by foreign buyers and foreign sales agents to Canada
- project bidding, or proposal preparation at the pre-contractual stage.
- establishing permanent sales offices abroad
- participation in trade fairs, seminars, et cetera, by non-profit industry associations on behalf of their member companies
- innovative marketing initiatives which do not fall under the above.

PEMD covers specified costs for invited participants for selected trade missions and fairs abroad. It also provides funds for visits by foreign business persons and officials to Canada or to trade shows where there is substantial Canadian participation.

PEMD applicants must be export-ready Canadian companies registered in WIN Exports. To apply or obtain further information on PEMD, please contact the International Trade Centre nearest you.

#### *Technology Inflow Program (TIP)*

The Technology Inflow Program helps Canadian businesses acquire foreign technology to develop new Canadian products, processes or services. The program is open to all companies but is intended especially for small and medium-sized firms.