

trade fairs, a company can be eligible for assistance for up to three participations in the same fair event. There is no limit on mission participation. A new element in the program is the introduction of a participation fee for fairs to ensure a greater sharing by industry of costs related to government-sponsored activities.

**Industry-Initiated Activities** (for which government contribution continues to be repayable if sales result). Four applications per company per year.

**Trade Fairs.** Funding for companies wishing to participate individually in foreign trade fairs.

**Visits.** Actual travel costs up to 100 per cent of the return economy airfare will be paid for both incoming visits to Canada of foreign buyers and market identification trips by Canadian companies outside Canada. In the case of market identification trips to the United States, only companies with annual sales below \$10 million will be eligible for assistance.

**Project Bidding.** This type of assistance shares the cost of bidding on specific projects outside Canada. The projects typically involve a formal bidding procedure in competition with foreign firms for consulting services, engineering construction, the supply of Canadian goods and services, major capital projects, and a special provision for mega-projects (over \$250 million Canadian content).

**Establishment of Permanent Sales Offices Abroad.** Canadian exporters are assisted in undertaking sustained marketing efforts 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 concentrated