III. BUSINESS INFORMATION

Sources of Financing

To further Canadian export development objectives, two federal trade promotional programs are available:

1) the **Promotional Projects Program** (PPP), through which the Department of External Affairs plans and implements promotional projects abroad; and

2) the **Program for Export Market Development** (PEMD), through which repayable loans are made to individual companies to cover costs in developing export business that otherwise might not be undertaken.

Through the PPP, Canadian trade fairs abroad, trade missions, and trade visits are initiated, organized, and implemented by the department. These activities range from participating in international trade fairs and solo shows to staging in-store promotions abroad, as well as sponsoring foreign visits to Canada to stimulate the sale of Canadian products in various export markets.

In contrast to PPP efforts, proposals under PEMD are made by Canadian industry rather than government. PEMD is made up of several sections, each of which is designed to support a particular phase of market development, including preparing project proposals, identifying markets, participating in trade fairs and sponsoring incoming buyers. In all sections of the program, companies are encouraged to develop sustained export markets for their products. For details see the PEMD brochure.

For further information regarding both the PPP and the PEMD programs, please contact the Asia Pacific South Trade Development Division, of the Department of External Affairs.

The **Canadian International Development Agency** (CIDA), under its Industrial Co-operation Program, provides direct support for Canadian companies to investigate industrial co-operation opportunities in developing countries. The program funds proposals by Canadian investors for joint ventures, licensing agreements,