



News Release

Communiqué

No. 63

April 1, 1992

MINISTER WILSON ANNOUNCES RESTART OF PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD) FOR 1992-93

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, has announced that the Program for Export Market Development (PEMD) will be restarted today.

External Affairs and International Trade Canada, which manages PEMD, was forced temporarily to suspend the program in November 1991 due to an unprecedented surge in demand. It was subsequently reinstated on a limited basis in January 1992 as a result of a \$1.5-million increase in funding.

With a 1992-93 budget of \$18.3 million, PEMD supports small- and medium-sized companies wishing to participate in trade fairs, incoming and outgoing missions, and bidding on major capital projects. Program activities assisting the opening of sales offices abroad and innovative marketing techniques will be deferred pending further study. In addition, a reduced level of contribution for certain other activities has been introduced.

"PEMD is the Canadian government's best known and most widely used export trade promotion program," Mr. Wilson said. "By ensuring a careful monitoring of the funding level, we can be assured that export-ready companies will continue to have access to this popular export support program for their international marketing plans."

Since the program's inception in 1971, nearly 24,000 Canadian firms (over 3,000 in 1991-92) have received support under PEMD, generating \$10.4 billion in export sales. Companies wishing to discuss their export marketing plans or PEMD are encouraged to contact the International Trade Centre of Industry, Science and Technology Canada in their province.

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For further information, media representatives may contact:

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