

The Task Force also draws on Canada's strong linguistic and cultural ties to the region. One Canadian in ten can trace his or her roots to Central and Eastern Europe, a fact that gives Canada a unique advantage in developing and delivering a more effective program of technical assistance.

Finally, the Task Force program strives to balance theory with practice. Results-oriented projects that offer practical training and first-hand experience are emphasized.

## Project Proposals

Groups and companies interested in undertaking initiatives in Central and Eastern Europe should contact the Task Force office in Ottawa regarding project ideas to determine their eligibility for

funding. (Please see address and phone number on p. 22 of this newsletter.)

Following an initial discussion, detailed written project proposals should be submitted to the Task Force outlining:

- project objectives;
- contribution to economic development and/or democratization in the host country;
- detailed budget projections, including contributions by Canadian executing organizations and recipient partners; and
- comprehensive implementation plans.

Project proposal guidelines are available from the Task Force on request. ■

## RENAISSANCE EASTERN EUROPE

Renaissance Eastern Europe (REE) was established in March 1990 to encourage and assist Canadian companies to pursue trade and investment opportunities in the emerging free markets of Central Europe and the former Soviet Union. The program, sponsored by the Task Force on Central and Eastern Europe, is already paying dividends.

Zenon Environmental Inc. is putting finishing details on a project to invest \$2 million in a newly privatized water treatment company in Tatabanya, Hungary. The Burlington, Ontario, water management company will hold substantial equity in the new Hungarian venture, which employs 265 people. Zenon was one of the first companies to receive cost-sharing assistance from the REE program for an environmental market study in Hungary; the evaluation led to Zenon's sizeable investment.

### Criteria

REE is designed as an incentive for Canadian companies to overcome the stumbling blocks of distance and traditional trading links. Through this program, the Task Force is helping to expand Canadian corporate horizons into the emerging markets of Central and Eastern Europe and to secure new customers for Canadian goods and services, which in turn leads to stronger, healthier

Canadian companies. In short, knowledgeable, experienced Canadian companies are both assisting the transition to market economies and making a profit themselves over the long term.

REE will share certain business development costs for companies of all sizes that meet the eligibility requirements and demonstrate future trade and industrial development benefits for Canada. The program will pay up to \$50 000 or 50 per cent of eligible costs, including airfares, per diem allowances and support services for companies engaged in studies of potential joint ventures or co-operation agreements. Program funding is also available for companies wishing to train partners or future clients. Bilateral business councils can receive limited assistance with their operating costs for up to three years.

### A New Business Renaissance

More than 40 projects are now under way or completed. Good results are being achieved from small, tightly focused projects in key areas of Canadian expertise, including oil and gas, high technology, telecommunications and manufacturing. The number of projects involving Canada's growing service industry reflects the pent-up demand for professional know-how throughout Central and Eastern Europe.

H.A. Simons Ltd. of Vancouver is using its expertise as forestry engineers and consultants to assist a major state-owned pulp and paper mill in Ust Ilimsk in Central Siberia. REE sponsored the company's earlier studies, which led to the current contract.