

## Financial information and assistance

### Program for Export Market Development (PEMD)

NOTE: For information on PEMD assistance programs contact the Department of External Affairs' Export Programs Division at (613) 996-8708 or your DRIE regional office (see page 16 for list).

The Program for Export Market Development (PEMD) is a financial assistance program of the Department of External Affairs. The program is designed to help incorporated Canadian companies develop and increase their export activities by sharing the costs of specific export marketing activities. It is geared to encourage businesses that have not previously exported to begin doing so and to encourage established exporters to expand their activities in new markets.

Administered and delivered jointly by the Department of External Affairs and DRIE, PEMD operates in a number of ways, each designed to meet up to 50 per cent of the costs of specific circumstances that exporters may encounter while developing or expanding export markets.

PEMD can help Canadian exporters in a number of export business activities including:

- Specific project bidding – sharing of costs to bid on

specific projects outside Canada

- Market visits – assistance to visit potential new markets or to bring foreign buyers to Canada
- Participation in trade fairs abroad – assistance to participate in foreign trade shows
- Export consortia – assistance to Canadian companies to develop joint export sales through the formation of permanent export consortia
- Sustained export market development – assistance to Canadian exporters to establish on-site facilities in foreign markets (outside North America)

As well as the above activities, which are basically industry-driven, the Department of External Affairs also initiates trade fair and mission activities under PEMD. The program shares with companies the cost of participating in national stands at trade exhibits outside Canada, sponsors outgoing trade missions of Canadian business persons to identify market opportunities abroad, and hosts incoming missions to Canada of foreign business people and government officials who can influence export sales.

If you are interested in participating in these government-sponsored initiatives, make your interest known to the DRIE regional office (trade) and/or the Department of External Affairs' geographic trade division respon-

sible for the territory of your interest. Call 1-800-267-8376 at the Department of External Affairs. They'll direct you to the proper geographic division.

### Export Development Corporation (EDC)

Head Office  
151 O'Connor Street  
P.O. Box 655  
Ottawa, Ontario  
K1P 5T9  
Tel: (613) 598-2500  
Telex: 053-4136  
Fax: (613) 237-2690

The Export Development Corporation (EDC), a federal crown corporation reporting to the Minister for International Trade, provides a full range of financing, insurance and guarantee services to Canadian exporters of any size through its offices across the country.

EDC has export insurance programs to: protect you against non-payment by foreign buyers; protect your foreign investment overseas; protect domestic suppliers to Canadian exporters against non-payment; and protect members of a Canadian export consortium against a loss caused by the non-performance of a partner.

With export financing, EDC lends to foreign buyers so they can afford to purchase your Canadian exports, and pays you, the exporter, directly in cash. Also, the corporation makes it easier for exporters to get private sector financial backing, by providing loan, performance and bid bond guarantees. They eliminate the