

News Release

March 1, 1995

No. 39

TRADE PROGRAMS TO FOCUS ON SMALLER BUSINESSES

Smaller businesses will benefit as a result of a number of improvements to the Government's international business development programs announced today by International Trade Minister Roy MacLaren.

The changes respond to some of the recommendations made in the final report of the International Business Development Review (IBDR), released last October by a private-sector steering committee. The committee examined the Government's international business development programs in light of increasing global competitiveness and current fiscal restraints.

The improvements, to go into effect April 1, 1995, include the following:

- Support under the Program for Export Market Development (PEMD) will be focussed on smaller enterprises, defined as companies with annual sales of less than \$10 million and/or less than 100 employees for a manufacturing firm, and less than 50 employees for a services firm.
- Participation in government-sponsored trade fairs will be cost shared for smaller businesses, based on a sliding scale formula. All other companies will participate at their own expense.
- Participants in government-sponsored outgoing business missions will cover their own costs.

Taken together, these changes will generate savings of more than \$20 million over three years.

"These modifications will enhance the efficiency and cost-effectiveness of our programs and will focus the government's support on smaller businesses, where it is most needed," Mr. MacLaren said. "They will also ensure that our trade programs are in line with Canada's fiscal realities."



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