

## SECTION III

### Other Government Programs and Services

#### A. Provincial Export Funding Programs

All provinces have facilities in place to provide financial support to resident exporters. This assistance, as described below, can vary from cost-sharing arrangements on product promotion activities and new market development to export credits in some cases. Many of these facilities are normally not provided when assistance is also available from the federal government. Interested exporters should also note that for the most part the maximum support that can be extended on individual projects is subject to specified limits. Companies requesting provincial assistance must demonstrate financial and management strengths and an ability to succeed in export markets. In most cases, companies must apply several weeks in advance of the proposed event or project for which funds are requested.

##### 1. Newfoundland

Under the Market and Product Development Program and the Marketing/Product Enhancement Program, the Department of Development and Tourism offers grant assistance for up to 50 per cent of eligible costs for provincial companies exporting or developing products for home use that will displace imports. Eligible costs include: research and development of new products; promotion of new or existing products in new markets; modifying products for sale in new markets; labelling and packaging; travel for the purpose of contacting potential customers, investigating production operations and preparing export proposals, consultant studies, advertising; and trade fair participation.

For more information, contact:

The Department of Development  
Trade and Investment Division  
P.O. Box 8700, Confederation Building  
West Block St. John's, Newfoundland, A1B 4J6  
Tel.: (709) 576-2781  
FAX: (709) 576-5936  
Telex: 016-4949

##### 2. Prince Edward Island

The P.E.I. Development Agency was established in 1984 as a provincial crown corporation combining the activities of the Market Development Centre and Industrial Enterprises Inc. Its mandate is to assist Island primary producers, processors and manufacturers to improve existing products and processes and to develop new ones, to identify new market opportunities, and to advertise and to promote Island products. Several areas of concentration of the Development Agency, such as sales assistance, which includes incoming buyer assistance, marketing plan assistance, advertising and promotion and trade show participation, can support both domestic and export activities.

Financial assistance for these activities is available on a negotiated cost-sharing basis from funding provided jointly by the Province of Prince Edward Island and Atlantic Canada Opportunities Program.

For additional information, contact:

Prince Edward Island Development Agency  
1 First Avenue  
West Royalty Industrial Park  
Charlottetown, Prince Edward Island, C1E 1B0  
Tel.: (902) 368-5800  
Fax: (902) 368-7087

##### 3. Nova-Scotia

The Nova Scotia Department of Industry Trade and Technology administers the Trade Expansion Program and the Product Development Program to assist Nova Scotia-based manufacturers, processors and eligible services firms which are pursuing export contracts. The Trade Expansion Program provides assistance on a cost-sharing basis for trade fairs and exhibitions, incoming buyer missions, and market identification activities. Eligible costs include booth rental, transportation costs for approved company personnel, overseas accommodation costs, and incoming buyer transportation costs. Under the Product Development Program, grant assistance is available for new product and marketing literature.

The Business Futures Program helps companies identify market and business opportunities related to export trade by providing funds for projects that demonstrate a potential for increased marketing, exports and job creation. Grants are provided on a cost share basis for the following: trade planning, trade promotion, trade expansion, trade opportunity, product development and industrial development.

For more information, consult:

Trade Development Centre  
Nova Scotia Department of Industry,  
Trade and Technology  
World Trade and Convention Centre  
1800 Argyle Street  
P.O. Box 519  
Halifax, Nova Scotia, B3J 2R7  
Tel.: (902) 424-4242  
Fax: (902) 424-5739

##### 4. New Brunswick

The Trade Assistance program of the Department of Commerce and Technology is available to support eligible New Brunswick exporters. Financial assistance takes the form of cost-sharing arrangements for eligible travel, per diem and other expenses related to trade missions, trade shows and incoming buyer visits, normally, when organized by the Department.

For more information, contact:

Trade Assistance Program  
The Department of Commerce and Technology  
Government of New Brunswick  
P.O. Box 6000  
Fredericton, New Brunswick, E3B 5H1  
Tel.: (506) 453-2875  
Fax: (506) 453-5428

##### 5. Quebec

The Ministère des Affaires internationales promotes and supports the export activities of Québec businesses.

The Export Development Assistance Program (APEX) provides six types of technical and financial assistance: - APEX-INDIVIDUAL MISSION, to help businesses undertake a trade mission in order to explore a new export market or negotiate and conclude industrial agreements. Assistance may cover transportation, and part of the subsistence expenses and interpretation costs.

- APEX-TRADE FAIRS, to help business participate, as exhibitors, in shows, fairs and other trade-related events outside Canada. Assistance may cover transportation and part of the leasing of space and of the interpretation and advertising costs.