

**Ocean (or Airway) Bill of Lading** — prepared by the carrier or freight forwarder as a contract between the owner of the goods and the carrier. It is needed by the buyer in order to take possession of the goods.

**Packing Lists** — prepared by the exporter to show the quantity and type of merchandise shipped.

## Organizations of Interest

### Federal Government Programs

The Department of Industry, Trade and Commerce/Regional Economic Expansion has developed a variety of incentive programs for Canadian exporters. Call Zenith 0-3200 or the Business Centre in Ottawa at (613) 995-5771 (reverse charges) for more information. These include:

**Program for Export Market Development (PEMD)** — provides incentive for Canadian firms to enter or expand foreign markets by sharing the financial risk of entering new markets overseas. The program has seven different sections, each of which is designed to meet a particular export marketing need.

- Section A — Specific Project Bidding
- Section B — Market Identification Trips
- Section C — Participation in Trade Fairs Abroad
- Section D — Incoming Foreign Buyers
- Section E — Export Consortia Assistance
- Section F — Sustained Export Market Development
- PEMD FOOD — Development of Markets for Agriculture, Fisheries and Food Products

Further information on these programs may be obtained by writing to the nearest ITC/DREE Regional Office.

**Promotional Projects Program (PPP)** — promotes the sales of Canadian goods and services abroad through a number of sponsored projects including:

- Trade Fairs Abroad
- Trade Missions (Incoming and Outgoing)
- Incoming Trade Delegates and Buyers.

Further information may be obtained from the nearest ITC/DREE Regional Office or the appropriate Office of Trade Development (listed below).

**Industry Sector Branches** — serve as a liaison between industry and government. Their function is to assist Canadian industries in matters relating to technology, research and development, financing, marketing and management. The branches cover the major industry sectors and work closely with the Trade Commissioner Service and the Trade Development Offices to help Canadian firms develop and expand their overseas markets.

**Offices of Trade Development** — provide market information on foreign countries on trade-related matters. These offices are responsible for facilitating trade and developing export marketing strategies for their area. The Offices of Trade Development, with sub-divisions, are:

### Africa and Middle East

Tel: (613) 992-1068

*Africa Division*

Tel: (613) 593-4963

*Middle East Division*

Tel: (613) 593-7030

### Asia and Pacific

Tel: (613) 995-2888

*Asia Division*

Tel: (613) 996-9195

*Japan and South Pacific Division*

Tel: (613) 995-3054

*Southeast Asia Division*

Tel: (613) 996-8661

### Europe

Tel: (613) 992-4815

*Eastern Europe Division*

Tel: (613) 593-4884

*Western Europe Division*

Tel: (613) 995-6438

### Latin America and Caribbean

Tel: (613) 996-5533

*Caribbean and Central America Division*

Tel: (613) 992-0384

*South America Division*

Tel: (613) 996-5546

### United States

Tel: (613) 994-4642.

**Business Information Centres** — provide information on all federal and provincial government programs and services de-