

collector or travel agent. They WILL recommend others who can provide these necessary functions. To contact Canadian trade commissioners, please refer to the *Business Directory of Canadian Trade Representation Abroad*, available without charge from the Department, or contact the geographic branches (see page 12.)

Program for Export Market Development (PEMD)

The Program for Export Market Development (PEMD) helps incorporated Canadian business to develop, increase, sustain and diversify their export activities by sharing with them the financial risks of specific export marketing efforts. PEMD was designed to encourage Canadian companies to begin export marketing and to encourage established exporters to enter new export markets or to undertake additional export development activity.

PEMD is administered and delivered by External Affairs as well as the Department of Regional Industrial Expansion (DRIE) regional offices across Canada (see page 9). PEMD is available to eligible Canadian companies with an export capability for taking export marketing initiatives.

During the period 1971-1983, a total of 19,743 applications were approved for PEMD assistance to some 12,500 companies for a value of nearly \$165 million. Only some \$83 million was actually claimed. Reported sales attributable to this PEMD assistance were about \$5.3 billion.

PEMD provides up to 50 per cent of the eligible costs incurred by a company in its penetration of new markets. These contributions are repayable if export sales are achieved.

The Program for Export Market Development has various sections,

each designed to assist exporters to undertake the various steps required to identify, develop new or expand existing export markets.

Section A: Specific Project

Bidding: Section A may share the cost of bidding on specific projects anywhere outside Canada. The projects typically involve a formal bidding procedure in competition with foreign firms, for consulting services, engineering, construction and the supply of equipment and other Canadian goods and services.

Section B: Market Identification:

Section B may help companies to undertake market identification activities in potential markets and to assess whether exporting to that market would be commercially viable or to make industrial co-operation arrangements. Eligible "B" activities are visits, seminars, technical presentations, market studies and industrial co-operation arrangements which result in significant export benefits to Canada.

Section C: Participation in Trade Fairs Abroad:

Section C may help Canadian exporters to participate in conventional trade fairs and industrial exhibitions outside Canada. Companies may participate in the same (or essentially the same) event up to three times. The events that PEMD supports are generally of limited duration rather than on-going exhibitions.

Section D: Incoming Foreign

Buyers: Section D may help Canadian companies to bring potential foreign buyers to Canada, or to an approved location abroad. The foreign buyers must represent importers located abroad and must play a major role in influencing purchasing decisions or industrial co-operation agreements.

Section E: Export Consortia:

Section E encourages Canadian firms to jointly establish an incorporated company to be engaged solely in the export of the Canadian