

MESSAGE FROM THE MINISTER



As Minister for International Trade, I am committed to providing improved services to help Canadian businesses succeed in new markets. We are taking a co-operative approach to international business development. This Team Canada approach involves all levels of government working together with the private sector, paving the way to your international success.

The Program for Export Market Development (PEMD) is an example of how government and business can work together to reduce the risk for businesses entering new export markets. PEMD can help you develop opportunities in markets abroad by sharing the cost of export market development activities such as participation in trade shows and product demonstrations. While repayment of the assistance is required, companies need not repay until they have succeeded in making export sales.

PEMD has an impressive track record. For every dollar invested, the net benefit in sales has increased one hundred fold. In fact, sales reported by companies who have received PEMD assistance exceed \$11.5 billion.

I invite you to take advantage of PEMD financial support as well as the broad range of services offered at our offices here and in any of Canada's 125 missions around the world. Government is helping set the stage to do business abroad -- now it's up to you to realize the endless possibilities.

I wish you great success in your export pursuits.

Sergio Marchi
The Honourable Sergio Marchi

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