

Participation in Trade Fairs

Every year we make arrangements for Canadian firms to participate in about forty trade fairs in the United States. On the average, nearly one-quarter of the companies involved are from Quebec, and a proportionate amount of the budget is allocated to them. Thus Quebec is second among the provinces, after Ontario, in participation in fairs sponsored by the Federal Government.

In regard to the West Coast states, last year we organized participation in four large fairs in which Quebec firms accounted for 21% of the Canadian contingent.

Quebec's share in this program seems to be quite in line with the position of Quebec industry in the Canadian economy.

Program for Export Market Development (PEMD)

From the time this program was started in April 1971 until April 1981, 4,978 applications for aid were received from Quebec firms --27.5% of the total for Canada. The amounts approved for these firms totalled \$35,338,000, or 35.6% of the national total. During this same ten-year period, 21.1% of the applications had to do with the US market, and the number of US-related applications has increased considerably since 1979, rising to 35.4% of all applications in 1980-81.

Market Studies and Export Education Seminars

By way of example, last October and December we held seminars on outlets for certain Canadian millwork products in Southern California, and on the possibilities