

promotional vehicles for processed foods in centrally planned economies for the hotel, restaurant and institutional trade. A more direct approach is required as key decision makers are well known in most cases.

There are generic and political benefits however to participation in trade shows in centrally planned economies. To build effective business relationships participation is expected and absences are noticed.

#### Program for Export Market Development

Description: The PEMD program is designed to offer direct financial support to exporters to travel overseas, participate in trade shows and bring in buyers to Canada as well as assist in capital project bidding and other activities. This program underwent revisions and administrative changes in 1986/87 with the result that it now has two components:

- a) the traditional activities as outlined which are initiated by the private sector, and
- b) government initiated promotional events e.g. trade missions, trade fairs, incoming buyers etc., which are now administered under P.E.M.D.

Assessment: Under the program firms are persuaded to identify their priority projects and potential markets and are encouraged to pursue the opportunities directly by being offered financial assistance. Posts, DRIE and External Affairs play more of a support role in these activities. PEMD has undergone several intensive evaluations and demonstrates a high benefit to cost ratio.

One disadvantage is that some companies may use PEMD merely for travel abroad and not be serious about export marketing. These cases are by far the minority.

#### Incoming Buyers

Description: The incoming buyers' program assists travel costs for buyers who are identified by the posts as having good prospects to purchase Canadian products, but may be unaware of our exporting companies.

Assessment: The program by paying travel costs to Canada can "nudge along" a buyer from a foreign country by exposing him to the range of products and Canadian exporters. The program has the advantage of being closely targetted eg. bringing a fish importer from Australia to a food show in Canada to meet exporters.

One potential problem with the program is resource oriented i.e. there are many potential candidates but financial resources are limited.

#### Promotional Material

Description: Promotional material can range from printed brochures to audio-visual and from very commodity specific to general material promoting the Canadian agricultural industry generally.

Assessment: Promotional material of a generic nature can be useful in export promotion, particularly if it complements the promotional material from individual firms. It can emphasize technical aspects of say Canadian breeding swine or discuss qualities and show varieties of