

Through the Program for Export Market Development (PEMD), the Department of External Affairs (DEA) offers assistance to Canadian businesses to participate in or undertake various types of export promotion activities. PEMD covers projects initiated by both industry and government, and is designed to assist companies regardless of size. Government-initiated activities that are covered by PEMD are organized by DEA and businesses are invited to participate in these events by the government. Another component of PEMD provides financial assistance for export

marketing activities that are initiated by industry. This type of assistance, which is repayable if sales are generated, is administered by the International Trade Centres located in major cities across Canada. A list of these Centres appears at the end of the booklet

## Introduction

This booklet has been produced to acquaint you with the Government-Initiated Trade Fairs Program in Western Europe. Events are selected annually based on degree of international advantage held by Canadian producers; the level of demand for the products in the fair's market area; the expected cost-benefit ratio of sales resulting per dollar invested; and the priority attached to the fair's target markets and products being promoted as determined through extensive consultation with industry, Canadian trade commissioners abroad, and the provinces. This booklet includes two