



# Trade Promotion

The Canadian government is increasing its efforts and initiatives to promote trade with France. Canada has a large trade delegation in Paris and offers, through the Department of External Affairs, considerable assistance to business people who would like to export to France. In addition, the provinces participate very actively in export promotion: Quebec and Ontario have representatives in Paris; Nova Scotia, Saskatchewan, British Columbia and Alberta have representatives in London who make regular trips to France for business purposes. The federal and provincial governments provide logistic and

financial assistance to Canadian companies presenting their products at trade shows in France. The federal Program for Export Market Development (PEMD), which was initiated in 1971, has been widely used to assist commercial and industrial trade expansion. The Canadian government also sponsors missions for business people from Canada and France.