

5. Quebec

The ministère des Affaires internationales promotes and supports the export activities of Québec businesses.

The Export Development Assistance Program (APEX) provides six types of technical and financial assistance:

- APEX-INDIVIDUAL MISSION, to help businesses undertake a trade mission in order to explore a new export market or negotiate and conclude industrial agreements. Assistance may cover transportation, and part of the subsistence expenses and interpretation costs.

- APEX-TRADE FAIRS, to help business participate, as exhibitors, in shows, fairs and other trade-related events outside Canada. Assistance may cover transportation and part of the leasing of space and of the interpretation and advertising costs.

- APEX-STUDIES AND STRATEGIES, to help businesses carry out market studies and develop marketing strategies. Assistance covers 50% of a consultant's fees.

- APEX-MARKET ADAPTATION, to help businesses adapt their advertising material, catalogues and data sheets to a new market and obtain the certification of their products. Assistance may cover part of the production and translation costs of the material and 50% of the certification costs.

- APEX-PREPARATION OF TENDERS, to help businesses hire a consultant to prepare their tenders for a project outside Canada. Assistance covers 50% of the consultant's fees.

- APEX-EMPLOYMENT, to help businesses hire a Québec specialist assigned exclusively to the marketing of their products or services outside Québec. Assistance covers 60% of the specialist's salary the first year and 40% of his/her salary the second year.

ACTIM-MAI PROGRAM

This Québec-France cooperation program helps small and medium-size Québec and French businesses find a partner overseas with a view to concluding an industrial agreement (manufacturing under license, acquisition or sale of know-how, exploitation of a process, joint ventures). The program provides for the elaboration of a program of contacts and visits, the organization of the visit and payment of a large part of the travel and subsistence expenses.

Visits by Foreign Buyers

Technical and financial assistance to help bring foreign buyers to Québec with a view to encouraging them to purchase Québec goods, services and technologies. The Ministry provides for the visitors' transportation tickets and assistance during their visits to Québec industries.

For information:

Place Mercantile
770, rue Sherbrooke ouest
6e étage
Montréal, Québec
H3A 1G1
Tel.: (514) 499-2184
FAX: (514) 873-4230

Bureau régional de Québec
875, rue Grande Allée est
Edifice "H", 4e étage
Québec, Québec
G1R 4Y8
Tel.: (514) 649-2308

The Société de développement industriel du Québec also offers export assistance programs.

Credit for Establishment

This SDI program helps small and medium-size businesses establish themselves in new markets outside Québec by sharing the risk involved through a venture loan: i.e. an unsecured loan for eight years at the market interest rate, repaid over the period of establishment, amounting to up to 50% of the eligible expenditures, with a maximum of \$1,000,000 per business.

Financing of Exports

This type of financial assistance to a business's export activities outside Québec is offered as a guarantee of payment or repayment of a financial obligation subject to payment of an annual fee commensurate with the risk incurred or of a loan at the market rate, plus compensation for the risk incurred.

Consortiums

The SDI fosters the formation of export consortiums through the acquisition of shares, loans convertible into shares, advances as shareholder, and non-joint guarantees for payment or repayment of a financial obligation.

For information:

SDI-EXPORTATION
Place Mercantile
770, rue Sherbrooke ouest
9e étage
Montréal (Québec)
H3A 1G1
Tel.: (514) 873-4375
FAX: (514) 873-4383

SDI-EXPORTATION
1126, chemin Saint-Louis
Bureau 700
Sillery (Québec)
G1S 1E5
Tel.: (418) 643-5172
FAX: (514) 643-5172

6. Ontario

The Ministry of Trade and Technology provides assistance to Ontario-based exporters by helping to finance both incoming buyer missions and outgoing trade missions and exhibitions when these are organized by the Ministry. For additional information on these export marketing services, exporters should consult:

International Marketing Branch
Ministry of Trade and Technology
900 Bay Street
Queen's Park
Toronto, Ontario
M7A 2E1

USA/Latin America	Tel.: (416) 965-2661 FAX: (416) 965-7791
Europe/Middle East	Tel.: (416) 965-5715 FAX: (416) 965-8852
Pacific Rim	Tel.: (416) 965-5701 FAX: (416) 963-1526
China	Tel.: (416) 965-2781 FAX: (416) 324-4670

Loans of up to \$50,000 per project and a maximum of \$100,000 are available for any 12-month period to cover