

# Trade Association Activities

## *Special Activities assistance for National Trade or Industry Associations*

### **POINT OF CONTACT**

Department of Foreign Affairs and International Trade (DFAIT)  
Sectoral Liaison Secretariat (TOS)  
Tel: (613) 996-0550  
Fax: (613) 943-8820

or

Service Industries & Transportation (TPS)  
Tel: (613) 996-2964  
Fax: (613) 996-1225

### **ELIGIBILITY**

A Trade Association Activities brochure describing application procedures, etc. is available from your nearest International Trade Centre, or the DFAIT InfoCentre in Ottawa, Tel: 1-800-267-8376. Before actually applying for assistance, the proposal should be reviewed with a TOS or TPS division project officer. Trade Association Activities is intended for national or major trade or industry associations of a non-sales and a sector-specific or horizontal nature. Activities undertaken by the association must be part of a long term international business plan and must be for the benefit of the association members and the industry. The long term strategy or plan may include activities relating to the generic promotion of the industry association's products or services, improved market access, or the generation of market intelligence/information for the benefit of the industry.

As with other PEMD elements, the focus must be on the development or increase of sales of Canadian goods or services in foreign markets.

### **AGRI-FOOD ASSOCIATIONS**

The Trade Association Activities element contains a separate component, PEMD Agri-food, to deliver assistance to national or major agri-food associations under the Agri-food Trade Opportunities Strategies, a joint initiative between Agriculture Canada and DFAIT. Information on this element is available from the Agri-food Fisheries & Resource Division (TOSA) of DFAIT, Ottawa, Tel: (613) 995-1712, Fax: (613) 943-1103.