
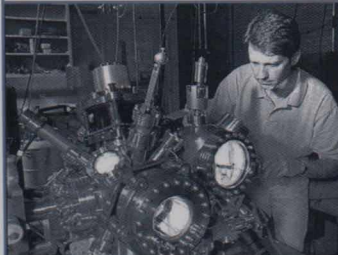


International Market Development (continued)

Strategic Goal: Enhance Canadian competitiveness in specific sectors and markets around the world

Strategic Priority	Results in 2001-02
<p>Provide market development funding</p> 	<p>More than 500 Canadian companies received \$4.7 million in financial assistance through the Program for Export Market Development (PEMD). As well, 25 trade associations, representing hundreds of Canadian companies, received \$1.6 million in financial assistance. Total repayments from recipients of PEMD financial assistance reached \$4 million.</p> <p>Through the Agri-Food Trade Program, \$2.5 million in support was provided to help agri-food associations enhance their capacity to prepare marketing strategies and to conduct larger market development activities in support of their members.</p> <p>In the first four months after the implementation of the Trade Routes program, close to 50 requests for market development funding were approved for applicants in sound recording, crafts, performing arts, and film and television.</p> <p>Under Western Economic Development's International Trade Personnel program, over \$2.8 million in financial support was provided to 66 small and medium-sized western Canadian businesses. This program allowed these companies to cost-share with WED in the hiring of 82 recent graduates to work on 2-3 year international market development projects.</p>
<p>Deliver world-class risk management, trade finance and contracting solutions.</p> 	<p>Export Development Canada (EDC) offers Canadian exporters trade financing, insurance and bonding services as well as foreign market expertise that help them compete in world markets. In 2002, EDC extended more than \$51 billion in trade finance and risk management services to finance or insure Canadian exports and investments in approximately 180 markets on behalf of over 7,000 Canadian businesses. To improve customer service, EDC has also introduced a number of new trade finance e-business tools, including: online Economic Reports, EXPORT <i>Protect</i> (a self service tool that allows and exporter to insure a single transaction of up to US\$50,000 against non-payment by foreign buyers) and EXPORT <i>Check</i> (a tool to assess a buyer's credit worthiness and insurability).</p> <p>Canada's export contracting agency, the Canadian Commercial Corporation (CCC) offers Canadian exporters pre- and post-contract services that can often mean the difference in establishing the buyer confidence necessary to secure contracts. In 2001-02, more than 2,000 Canadian companies sold more than \$1.2 billion in goods and services supported by CCC.</p>