
VI. FEDERAL EXPORT PROGRAMS AND SERVICES

To further Canadian export development objectives, two federal trade promotional programs are available, namely:

- a) the Promotional Projects Program (PPP) through which the Department of External Affairs plans and implements promotional projects abroad; and
- b) the Program for Export Market Development (PEMD) through which repayable loans are made to individual companies to cover costs in developing export business which might otherwise not be undertaken.

Through the PPP, Canadian trade fairs abroad, trade missions and trade visits are initiated, organized and implemented by the department. The range of these activities includes participation in international trade fairs, solo shows and in-store promotions; the organizing of technical seminars and trade missions abroad; and the sponsoring of foreign visits to Canada to stimulate the sale of Canadian products in various export markets.

In contrast to the PPP projects, proposals under PEMD are made by Canadian industry rather than the government. Through PEMD, repayable loans are made to individual companies to cover costs in developing export business which, because of the risks involved, might otherwise discourage such initiatives. PEMD is made up of several sections each of which is designed to deal most effectively with a particular market in terms of the regions, products or services and marketing techniques concerned. Section A deals with Canadian participation in capital projects abroad; Section B, with the export of Canadian products and services; Section C, with participation in trade fairs abroad; Section D, with the bringing of foreign buyers to Canada; and Section E, with the formation of export consortia. In all sections, companies are encouraged to develop self-sustaining export markets