

j) export development.

As yet, the Program has supported only the video sector with advertising and promotion assistance. Companies must meet overall program criteria.

The PEIDA 1983 - 84 budget was \$1.4 million. Assistance can be made available on a grant basis or at shared cost.

NOVA SCOTIA

- Department of Culture, Recreation and Fitness

The Cultural Affairs Branch provides support to books, visual arts and crafts, films as well as to the performing arts.

Financial support is provided to attend trade fairs and festivals as well as for artist's performances.

The budget is approximately \$100,000.

- Department of Development

- Product Development Management Program (PDMP)

Assistance is available to manufacturers on a 75% cost shared basis for:

- a) product design fees to a maximum of \$15,000 for a new product or redesign of an existing one;
- b) packaging design development costs;
- c) prototype labour and material costs up to a maximum of \$5,000.

PDMP is a grant program with a 1984 - 85 budget of \$75,000.

The Program has supported film companies to produce marketing brochures and literature, particularly for the