

take on the appearance of a Canadian exhibit or mission, the Fairs and Missions Division of External Affairs is responsible for bringing these group PEMDs to the attention of the Interdepartmental Program Committee to ensure that these activities are effectively co-ordinated with other government initiatives.

The level of PPP activity which is undertaken each year depends on: a) the export promotional needs and capability of Canadian industry; b) the opportunities in and accessibility to the marketplace; c) the priorities established by the Department of External Affairs, geographically and/or by industry; d) the total resources both in personnel and funds available to the Department; and e) the co-ordination of the program with the provinces to ensure the maximum effectiveness of export thrusts.

The Promotional Projects Program is the funding vehicle through which the government underwrites some of the cost to industry of participating in promotional events that are organized by the Department of External Affairs. These events are designed to increase the knowledge of foreign buyers about Canadian products and capability and to undertake export market intelligence-gathering operations.

The program encompasses a wide variety of trade promotion techniques within three general categories: trade fairs abroad, trade missions and trade visitors. These projects are initiated by the government and reflect those events developed in consultation with the DRIE industry sector branches and the regional offices, as well as trade commissioners abroad to achieve the government's market development objectives. The choice of projects also ensures recognition of commitments implicit in ministerial missions, policy statements and

the signing of international trade agreements.

The program is designed to benefit as wide a cross-section of Canadian industry as possible by providing the opportunity to promote Canadian manufacturing capabilities, services and products in the marketplaces of the world. On-site sales, the appointment of agents, and the assessment of competition are some of the advantages Canadian companies gain from participation in the program. Most important, the program gives the Canadian manufacturer an appreciation of foreign business methods, problems and customer preferences.

The Promotional Projects Program is administered by the Assistant Deputy Minister, International Trade Development Branch in External Affairs, through an Interdepartmental Program Committee. For further information, contact the geographic branches (see page 12).