

INC — from page II

velopment Banks. Canadian firms thereby position themselves for longer-term work overseas if and when this investment or others in the sector are financed.

In addition to its regular funding mechanisms, INC's **Specialized Activities** program supports other initiatives that facilitate business linkages in developing country markets. TEMIC, a not-for-profit Montreal-based institute established by the telecommunications industry, trains key managers from developing countries and familiarizes developing country telecommunications authorities with Canadian products, services and expertise, thereby promoting cooperation and trade.

The Washington-based Canada/IFC Industrial Cooperation Fund, created by CIDA INC at the International Finance Corporation (IFC), a World Bank affiliate, enables the private sector in developing countries to link with Canadians to identify new ventures overseas. By getting involved at the design stage of bankable projects, Canadian companies often find themselves associated over the long haul with their original private sector clients from developing countries.

INC supports the Trade Facilitation Office Canada (TFOC) which promotes increased linkages between exporters in developing countries and Canadian importers, leading to new commercial opportunities.

CIDA INC also sponsors seminars, international missions, exhibitions and specialized training institutes—particularly for executives from developing countries, providing a **value-added** service to the Canadian exporting community.

Environmental Opportunities**Project Supports Tech Cooperation**

Sustainable development is the key to economic prosperity and to a sound natural environment. Environmentally-sustainable models of development are being sought by developing countries as they industrialize, leading to an increased demand for environmental technology. This demand is matched by a willingness on the part of the Canadian private sector to transfer technology.

The program's goal is to assist developing countries in building local capacities to produce environmental technology adapted to their needs through long-term cooperation with Canadian producers of environmental technologies. Like other INC programs, this initiative aims at a more efficient transfer of technology to developing countries, through cost-sharing of the expenses associated with any adaptation of a Canadian company's technology to local conditions.

CIDA is taking action now to promote joint ventures in environmental technology. Higher priority will go to project proposals from eligible Canadian firms which

have concluded or nearly concluded a long-term business collaboration in a developing country to implement joint ventures for the transfer and production of environmental technology.

Who is Eligible?

CIDA INC welcomes proposals that involve testing, adaptation, and demonstration of an environmental technology to meet specific applications in resource management, processing and manufacturing operations, or for use in municipal services. These activities must be part of the development of a business plan to produce the technology under a joint venture arrangement in the developing country.

CIDA can contribute up to \$500,000 under its Project Support program (Investment) for testing, adaptation and demonstration of the technology. The Canadian firm and its local partner will be expected to share in the total cost of the project.

For further information on eligibility criteria, please contact Richard Smith, Program Manager, INC (819) 997-0541.

**New Market in South America
...Thanks to INC**

WESTERN OILFIELDS ENVIRONMENTAL SERVICES of Calgary recently received a contribution from CIDA INC to explore a joint venture with an Ecuadoran firm. Western Oilfields has more than 15 years of experience in providing comprehensive environmental services to the oil and gas and mining industry in Canada.

Together with AEROMAPA Ltd. of Ecuador, an aerial mapping and geographic surveying operation, Western Oilfields plans to develop an integrated environmental protection service to Ecuadoran industry and government.

The combination of the Canadian and Ecuadoran partners will create

Continued on page IV — Thanks