

### Program for Export Market Development

This program helps develop and increase the export of Canadian goods and services by sharing the financial risks of entering new foreign markets with the business community. The funding is repayable if export efforts are successful. The program's eight sections cover sustained export market development, support for the agriculture, fisheries and food

products industries and contributions to non-profit organizations. During fiscal year 1982-83 there were 5474 applications under the program which approved \$40.8 million in support and paid out \$20.9 million. This represents a significant growth over the previous year, when 4200 applications were received, \$30.9 million in support approved and \$12.8 million paid out.

### Program for Export Market Development: Summary table

Fiscal year	Number of applications received	Number of applications approved	Amount approved (\$000)	Expenditures (\$000)	Budget (\$000)
1979-80	3,369	2,526	21,853	11,105	7,000 <sup>1</sup>
1980-81	3,324	2,498	15,843	9,130	7,000 <sup>1</sup>
1981-82	4,200	3,064	30,929	12,792	15,000 <sup>2</sup>
1982-83	5,474	3,909	40,846	20,879	19,109

<sup>1</sup> A-base supplemented by allotment transfers to meet actual expenditures.

<sup>2</sup> The program was partially closed for 5 months in 1980-81 prior to receiving additional funding. This meant that fewer commitments were made which required expenditures in 1981-82.

### Promotional Projects Program

This program provides funds for organizing national exhibits at trade fairs outside Canada, for trade and economic missions, seminars abroad and in Canada as well as incoming trade missions and visits to Canada by foreign officials and businessmen. The 1982-83 program included 124 trade fairs and information booths in 40 countries, involving 950 companies; 70 outgoing trade missions and seminars taking 700 businessmen to 65 countries; and 159 incoming missions and visits bringing 1,200 foreign officials and businessmen to Canada. Export sales influenced by these activities are expected to exceed \$400 million at a cost of \$10.6 million.

### Export Financing and Capital Projects

Within the Department, the Export Financing and Capital Projects Division ensures that the export financing facilities available to Canadian business remain accessible and competitive and that they are used to advance trade objectives consistent with our international obligations at minimal cost. This division reviews all proposals for the use of official funds to support Canadian export sales, including those administered by both EDC and CIDA. During 1982, it also assumed a new responsibility, that of co-ordinating activity and policy for procurement in projects financed by development banks and other multilateral organizations.

### COSTPRO and the Interdepartmental Committee on the Facilitation of International Trade

The Canadian Organization for the Simplification of Trade Procedures (COSTPRO) non-profit organization financed from private sector and federal and provincial government membership, with assistance from the federal government. This

organization helps Canadian companies become more competitive by reducing their overhead costs in trade procedure, documentation and information management. The Department of External Affairs heads the Interdepartmental Committee on the Facilitation of International Trade. This committee has two main functions - to co-ordinate Canada's involvement in the Economic Commission for Europe Working Party on the Facilitation of International Trade Procedures, and to review COSTPRO research and development proposals funded by the government.

### The Canada Export Award

This award, to be presented by the Minister of State for International Trade during Canada Export Trade Month in October 1983, will acknowledge annually the significant achievements of Canadian exporters and the importance of exports in the maintenance of Canada's economic well-being. A committee of prominent Canadians representing various business interests will be responsible for determining the criteria for the awards and selecting the candidates.

### Export development plans

As part of its Canadian export strategy for the 1980s, the federal government continued to publish export development plans for Canadian exporters. These plans focus attention on export opportunities in priority countries by industrial sector. In 1982, plans for Norway, Japan, Brazil and Korea were added to those for Australia and Mexico, published in 1981. For 1983, publications for France, the Federal Republic of Germany and Saudi Arabia are planned, with other documents in preparation for the United Kingdom and Venezuela, and revisions to the Australian document.