

and business interests in the country. It acts as a focal point for Singaporean business persons wishing to do business in Canada, while the briefing committee meets with visiting groups to offer an informed perspective on Singapore. *The Association is located at #07-00 RELC Building, 30 Orange Grove Road, Singapore 1025, telephone (011-65)738-9232, fax 738-9227. The executive director is Meryl Estes.*

Two other groups, the Canadian Alumni Association (Singaporean graduates of Canadian universities) and the Canadian Association (Canadians residing in Singapore), try to promote trade and economic ties between the two countries.

A Canada-Singapore Business Association, based in Vancouver, was established in August, 1989 and officially launched in March, 1990. It assists in identifying business opportunities in Canada and Singapore and provides contacts to potential investors. This Association is a counterpart to its Singapore-based namesake, which pursues similar mandates. There are, however, no official links between the two bodies at present.

PROGRAM FOR EXPORT MARKET DEVELOPMENT

The Program for Export Market Development (PEMD) provides a degree of risk-sharing and partnership with the long-term commitment needed to succeed in global markets. It comprises four major elements:

- Market Development Strategies (incorporating a number of export initiatives)
- Small/New-to-Exporting Companies (individual activities for smaller companies)
- Capital Projects Bidding (for companies or commercial consortia)
- Special Activities (trade associations)

PEMD offers cost-shared support for approved activities to eligible companies. *PEMD contributions are repayable should the activity undertaken under PEMD result in sales.*

The program is managed by the Export and Investment Programs Division (TPE) of Foreign Affairs and International Trade Canada, and jointly implemented with Industry Canada. Applicants must be registered in the World Information Network (WIN) or Industry Canada's Business Opportunities Sourcing System (BOSS) to be considered. There are other criteria that must be met in terms of companies' minimum and maximum sales levels, Canadian content of the product(s) being exported, etc. Registration information for the WIN and BOSS, or other questions about PEMD or exporting is available from the Foreign Affairs and International Trade Canada InfoCentre, 1-800-267-8376 (Ottawa callers use 944-4000); fax (613)996-9709, or