



4. GOVERNMENT-PLANNED ACTIVITIES

Government-planned activities covered by PEMD are organized by the Department of External Affairs (DEA), and are planned up to 18 months in advance. Events are chosen after extensive consultation with industry, Canadian trade commissioners abroad, other departments, and the provinces. Businesses are invited to participate in these events. The Department tries to provide as much lead time as possible to enable potential participants to prepare for the event.

There are two types of government-planned activities: trade missions and trade fairs.

Government-Planned Trade Missions

Trade missions seek to promote the sale of Canadian goods and services abroad, and gather market intelligence for Canada's industrial sectors.

PEMD assistance covers both trade missions abroad and trips by foreign business persons and government officials to Canada or to other approved locations. The types of missions covered by PEMD include:

- ministerial missions;
- missions organized on behalf of the federal government, by an association, or by the private sector;
- federally sponsored seminars;
- economic and industrial co-operation missions.

PEMD Contribution

PEMD participates in trade missions by contributing:

- management/administration of the event;
- official hospitality;
- 100 percent return economy airfare and local ground transportation abroad.

In addition, the participants of incoming missions receive per diem living allowances (hotel, meals and incidentals, under Treasury Board regulations) and 100 percent of economy airfares for domestic travel. First class air travel may be approved, if appropriate and necessary.

Participants are required to pay all costs not mentioned above. In addition, participants may be required to pay a participation fee to help defray expenses.

Government-Planned Trade Fairs

Government-planned participation in recognized trade fairs abroad is usually limited to a specific industrial sector or type of product. The selection of trade fairs is based on the track record of the event; the degree of international competitiveness of Canadian producers of such products; the level of potential demand for the products in the fair's market area; the expected cost-benefit ratio of sales per dollar invested; and the priority attached to the fair's target markets and the products being promoted.

Trade fairs include participation in a national stand at an organized trade fair, solo show organized by the Department, information booths, in-store promotions or catalogue shows.

PEMD financial assistance is available for a company to participate in the same event on three separate occasions since April 1, 1986.

A company that has participated in the event on three previous occasions is eligible to participate in a government-planned trade fair if it pays the full amount of the direct additional cost to government of including the company in the national booth.

Participants in PEMD government-planned trade fairs (except for information booths) are not eligible for PEMD industry-initiated trade fair assistance for the same event (except for cases where, due to overbooking, an invited company is forced to exhibit outside the government area of the trade fair).