

Industry-initiated export marketing activities include:

- participation in recognized trade fairs outside Canada;
- visits outside Canada to identify markets, and visits of foreign buyers to Canada or to another approved location;
- project bidding, or proposal preparation, at the pre-contractual stage, for specific projects outside Canada involving international competition and formal bidding procedures;
- the establishment of export consortia;
- the establishment of permanent sales offices abroad (excluding the U.S.) in order to undertake sustained marketing efforts outside Canada.

The program also extends to businesses the possibility of entering into long-term PEMD marketing agreements to undertake a combination of the above activities. The assistance provided for PEMD industry-initiated activities is repayable if export sales result.

## Publicity

The Department of External Affairs publishes a bi-weekly newsletter *CanadExport* which is available free of charge in Canada to interested manufacturers and business people. Its articles focus on regular updates of trade opportunities, trade fairs and missions. The newsletter is available in both official languages. A subscription can be obtained by calling the toll-free Information Export publications hotline 1-800-267-8488 or writing:

### **CanadExport (BTC)**

Department of External Affairs  
Lester B. Pearson Building  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2

It is also recommended that you read the Department of External Affairs publication, *So You Want to Export?* This is a resource book for Canadian exporters with helpful hints on market assessment, prospecting, and the export trade professionals who can assist you. There are also useful appendices containing a glossary of export jargon and checklists for overseas sales visits and exhibiting overseas. To obtain a copy, contact:

### **Info Export (BTCE)**

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