

restricted to Newfoundland based companies. Support is 50% of costs up to a maximum of \$50,000 and is not repayable.

The program has been used minimally to assist book publishers for marketing analyses. No other cultural industries have applied to the Program.

PRINCE EDWARD ISLAND

- The Department of Community and Cultural Affairs

The Department has no formal policy or programs regarding the support of cultural industries in foreign marketing and the province is currently in the midst of a study on the industries. Individual activities are sometimes supported on an ad hoc basis, for example, the circulation in Japan of a PEI book.

- Prince Edward Island Development Agency (PEIDA)

- Marketing Consulting Service

Program supports both domestic and export activities.

Types of activities supported are as follows:

- a) sales assistance;
- b) product development;
- c) market education and research;
- d) advertising and promotion assistance;
- e) trade shows;
- f) product design;
- g) market familiarization and incoming buyers;
- h) marketing plans;
- i) licensing and joint venture;