Renaissance Eastern Europe

New Program for Exporters to USSR, Eastern Europe

A new EAITC program —Renaissance Eastern Europe (REE)— could help Canadian exporters get a foothold in the fast evolving Central and East European market.

Objective

This External Affairs and International Trade Canada (EAITC) trade and industrial development program is designed to increase the involvement of Canadian companies in the markets of Central and Eastern Europe and the Soviet Union.

Recognizing the inherent disadvantage for Canadian firms of geography and traditional trading links, the program also considers the evolving market circumstances in this unique region and the local need for models of successful private enterprise.

REE will share certain business development costs associated with market penetration and new forms of business cooperation. The fundamental objective remains increased trade with the region. Eligible markets include Bulgaria, the Czech and Slovak Federal Republic, Hungary, Poland, Romania, the USSR and Yugoslavia.

Assistance Available

REE is not a duplication of EAITC's Program for Export Market Development (PEMD) but supplements this marketing support program in certain respects.

There must be a commercial purpose to the cost-shared activities —an approved project is one that demonstrates convincingly that there are future trade and industrial development benefits for Canada.

There also must be evidence of benefit to the target market consistent with the objectives of the development of a market economy and the modernization of domestic industry and agriculture.

Projects for funding can include proposals by the Canadian private sector or government-initiated activities.

Eligibility

Applicant categories for support under REE include incorporated businesses; independent firms of professionals; and private sector non-sales trade associations.

Incorporated businesses and firms of professionals must be registered (or in the process of registering) with EAITC's World Information Network for Exports (WIN Exports) data bank.

Eligible Programs

Program funding is available to support Canadian companies evaluating joint venture opportunities or structured cooperation agreements in the target markets; and to companies proposing training for partners or target clients in

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Central and Eastern Europe and the Soviet Union.

Program Funding

Funding will be available for return economy air fares between the target Central/East European market and the applicant's location; as well as per diem allowances in Canada and in the target market.

Total project costs will be shared with the applicant, but REE will contribute not more than 50 per cent of the activity costs (max. $50,000 per activity for front-end studies or $25,000 per activity for enterprise-specific training).

Government Proposed Projects

EAITC will supplement its trade development and information programs to meet the challenge of increased business opportunities across Central and Eastern Europe and the Soviet Union.

More quality, up-to-date, commercial information will be made available to the Canadian business community to allow companies to assess the various market opportunities.

Trade Missions

REE will provide funding to allow an increase in trade missions —both incoming and outgoing— involving the countries of Central/ Eastern Europe and the USSR.
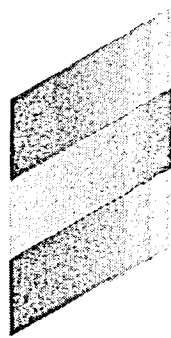
Trade Fairs

REE will also supplement

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