

Minister of Industry,
Science and Technology and
Minister for International Trade



Ministre de l'Industrie, des
Sciences et de la Technologie et
ministre du Commerce extérieur

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WILSON ANNOUNCES FUNDAMENTAL CHANGES TO THE PROGRAM FOR EXPORT MARKET DEVELOPMENT

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, today announced details of the changes being implemented in the Program for Export Market Development (PEMD).

"We are putting into place some fundamental changes -- support on a longer-term basis and reduction in client administrative burden -- that the private sector and trade associations have been asking for," Mr. Wilson said.

A key element of the new PEMD is the establishment of the concept of "Market Development Strategies." Firms will no longer be required to apply for assistance for individual projects, such as visits abroad, participation in trade fairs and the development of innovative marketing support systems.

Instead, clients will work hand-in-hand with International Trade Centres (ITC) and Industry, Science and Technology Canada (ISTC) regional offices to develop longer-term strategies for export markets offering particular opportunities.

"One application encompassing an entire range of planned activities, often on a multiyear basis, will provide Canada's exporters with the assurance they need to penetrate and hold markets in the long term," Minister Wilson said.

Existing successful elements of the PEMD, such as Project Bidding and Special Activities (for industry associations), will not be changed.

The PEMD -- the Government's cornerstone trade development program -- has been assisting Canadian firms in their export marketing efforts since 1971. For fiscal year 1992-1993, it supported close to 4,000 projects with a budget of \$18.3 million, generating export sales estimated at \$1.5 billion.