

special activities for non-profit trade associations (for the benefit of their members). Activities include participation in trade fairs, visits, technical trials, product demonstrations, seminars and training, and commodity promotions.

innovative export marketing activities which do not fall precisely into the above categories may also be considered.

Government-Planned Activities

The government shares the cost of participating in national stands at trade exhibits outside Canada; sponsors outgoing trade missions of Canadian business persons to identify market opportunities abroad, and hosts incoming missions to Canada of foreign business and government officials who can influence export sales. A participation fee ensures greater cost-sharing of these activities by industry.

For more information, call:

Export and Investment Programs Division (TPE)
External Affairs and International Trade Canada
Telephone: (613) 996-7155
FAX: (613) 952-3904
or

International Trade Centres - Appendix C