

## 5. Quebec

The ministère du Commerce extérieur et du Développement technologique promotes and supports the export activities of Québec businesses.

The Export Development Assistance Program (APEX) provides six types of technical and financial assistance:

- APEX-INDIVIDUAL MISSION, to help businesses undertake a trade mission in order to explore a new export market or negotiate and conclude industrial agreements. Assistance may cover transportation, and part of the subsistence expenses and interpretation costs.

- APEX-TRADE FAIRS, to help business participate, as exhibitors, in shows, fairs and other trade-related events outside Canada. Assistance may cover transportation and part of the leasing of space and of the interpretation and advertising costs.

- APEX-STUDIES AND STRATEGIES, to help businesses carry out market studies and develop marketing strategies. Assistance covers 50% of a consultant's fees.

- APEX-MARKET ADAPTATION, to help businesses adapt their advertising material, catalogues and data sheets to a new market and obtain the certification of their products. Assistance may cover part of the production and translation costs of the material and 50% of the certification costs.

- APEX-PREPARATION OF TENDERS, to help businesses hire a consultant to prepare their tenders for a project outside Canada. Assistance covers 50% of the consultant's fees.

- APEX-EMPLOYMENT, to help businesses hire a Québec specialist assigned exclusively to the marketing of their products or services outside Québec. Assistance covers 60% of the specialist's salary the first year and 40% of his/her salary the second year.

### ACTIM-MCEDT PROGRAM

This Québec-France cooperation program helps small and medium-size Québec and French businesses find a partner overseas with a view to concluding an industrial agreement (manufacturing under license, acquisition or sale of know-how, exploitation of a process, joint ventures). The program provides for the elaboration of a program of contacts and visits, the organization of the visit and payment of a large part of the travel and subsistence expenses.

### Visits by Foreign Buyers

Technical and financial assistance to help bring foreign buyers to Québec with a view to encouraging them to purchase Québec goods, services and technologies. The Ministry provides for the visitors' transportation tickets and assistance during their visits to Québec industries.

For information:

Place Mercantile  
770, rue Sherbrooke ouest  
6e étage  
Montréal, Québec  
H3A 1G1  
Tel.: (514) 873-5575

Bureau régional de Québec  
875, rue Grande Allée est  
Edifice "H", 4e étage  
Québec, Québec  
G1R 4Y8  
Tel.: (514) 649-2321

The Société de développement industriel du Québec also offers export assistance programs.

### Credit for Establishment

This SDI program helps small and medium-size businesses establish themselves in new markets outside Québec by sharing the risk involved through a venture loan: i.e. an unsecured loan for eight years at the market interest rate, repaid over the period of establishment, amounting to up to 50% of the eligible expenditures, with a maximum of \$1,000,000 per business.

### Financing of Exports

This type of financial assistance to a business's export activities outside Québec is offered as a guarantee of payment or repayment of a financial obligation subject to payment of an annual fee commensurate with the risk incurred or of a loan at the market rate, plus compensation for the risk incurred.

### Consortiums

The SDI fosters the formation of export consortiums through the acquisition of shares, loans convertible into shares, advances as shareholder, and non-joint guarantees for payment or repayment of a financial obligation.

For information:

SDI-EXPORTATION  
Place Mercantile  
770, rue Sherbrooke ouest  
9e étage  
Montréal (Québec)  
H3A 1G1  
Tel.: (514) 873-4375

SDI-EXPORTATION  
1126, chemin Saint-Louis  
Bureau 700  
Québec (Québec)  
G1S 1E5  
Tel.: (418) 643-5172

## 6. Ontario

The Ministry of Trade and Technology provides assistance to Ontario-based exporters by helping to finance both incoming buyer missions and outgoing trade missions and exhibitions when these are organized by the Ministry. For additional information on these export marketing services, exporters should consult:

International Marketing Branch  
Ministry of Trade and Technology  
900 Bay Street  
Queen's Park  
Toronto, Ontario  
M7A 2E1

Tel.: (416) 965-2661 (USA/Latin America)  
(416) 965-5715 (Europe/Middle East)  
(416) 965 5701 (Pacific Rim)  
(416) 965 2781 (China)  
Telex: 06-219786

Loans of up to \$50,000 per project and a maximum of \$100,000 are available for any 12-month period to cover up to 50 per cent of eligible costs incurred on international capital projects. Loans are available for: pre-feasibility study costs; proposal preparation; and bid and performance bond premiums.