

products and services of those firms. It is especially designed to encourage consortia of small and medium-sized firms. Section E supports feasibility studies of proposed export consortia, as well as the formation and initial operation of new consortia for up to three years.

Section F: Sustained Export Market Development: Section F may help Canadian exporters to undertake a sustained marketing effort in a foreign market by establishing facilities on location. Under Phase I of Section F, support may be provided for a detailed study to determine the viability of establishing facilities in a particular export market. The study would focus on a three-to-five-year market penetration plan. Under Phase II, the implementation costs determined by the plan may be shared for up to three years.

PEMD-FOOD: Export Development Activity for Agriculture, Fisheries and Food Products: PEMD-FOOD assists Canadian companies, producer organizations, marketing agencies and related industry associations to undertake new or *incremental* export initiatives which represent an extension of normal business activities. This section supports such traditional export development activities as: market identification, trade fairs, incoming buyers, feasibility and marketing studies, test marketing and trial shipments.

PEMD-FOOD also provides scope for, and a flexible approach to, addressing the specialized export development needs and opportunities of the sector. Assistance may be provided for the organization of commodity groups to undertake export development activity. Under appropriate circumstances, assistance may cover capital or operating costs for special production equipment, handling and storage facilities or technical training or promotion facilities in Canada.

Long-term market development plans and projects including general promotion, establishment of overseas representation as well as technical training in Canada for representatives of potential or existing markets may also be eligible. Assistance to non-sales organizations may be on a non-repayable basis.

PEMD-FISH: Export Markets for Atlantic Groundfish and Herring: This section is designed to provide increased scope and a more flexible approach to address the specialized export development needs and opportunities of the Atlantic groundfish and herring industry. PEMD-FISH supports activities similar to those described under Sections A to F of the general program as well as under a Special Activities section which provides support for marketing activities which are beyond the scope of the other sections.

Companies wishing further information on the PEMD should contact the regional office of DRIE or External Affairs in Ottawa.

Promotional Projects Program

The Promotional Projects Program (PPP) is the vehicle through which the federal government plans and implements exhibits at trade fairs abroad, outgoing and incoming trade missions, and incoming trade visits by foreign buyers and government delegations.

PPP supports initiatives from other units within the government by providing the tools with which trade commissioner, the industry sector branches of DRIE, the geographic branches in External Affairs and the regional offices (DRIE) (reflecting provincial inputs) fulfill their export development responsibilities.

In those situations where a group of Canadian companies seeks PEMD support for a project that would