

10. British Columbia

The Ministry of International Trade and Investment offers four export programs that provide reimbursement for eligible market development expenses incurred by a resident exporter. Normally none of these programs can be used by one company more than once per government fiscal year, except where export consortia are involved.

The Trade Mission Program sponsors a number of trade missions each year. Transportation costs, official reception costs and the costs of providing interpreters for participating companies are normally paid by the Ministry, which acts as official group leader and makes most business appointments for the mission members. Participating companies are selected at the Ministry's discretion in accordance with the market area investigated.

The Market Development Program can reimburse manufacturing and processed goods companies for economy airfare costs, up to a specified maximum, incurred to investigate potential export opportunities, establish marketing arrangements in foreign markets or make follow-up calls on new accounts or new representatives.

Bringing potential buyers to view a local plant at first hand is often a valuable technique for bringing sales negotiations to a successful conclusion. The Incoming Buyers Program will reimburse the company for the buyer's economy return airfare, subject to specified limits, where manufactured or processed goods are involved.

Financial support for participation in trade shows outside the province is available under the Trade Show Program for up to 100 per cent of space rental costs subject to specified ceilings. The intent of the Trade Show Program as well is to support exports of manufactured or processed goods.

For additional information, the exporter should contact the Director, International Marketing Branch, at the following address:

Ministry of International Trade and Investment
Robson Square, Suite 315
800 Hornby Street
Vancouver, British Columbia
V6Z 2C5
Tel.: (604) 660-4567
Telex: 04-55459

B. FEDERAL GOVERNMENT PROGRAM FOR EXPORT MARKET DEVELOPMENT

The objective of the Program for Export Market Development (PEMD) is to develop and increase the export of Canadian goods and services by sharing with the business community the financial risks of entering new foreign markets. It is not designed to support normal export business activities which are intended either to maintain existing market shares in foreign markets or to attract new business in markets where the exporter is already well established.

The general program is divided into six sections to meet different marketing needs.

Section A — Specific Project Bidding — to increase Canadian chances to obtain foreign contracts for projects. Contributions are available for up to 50 per cent of approved costs incurred by a company in the pre-contractual bidding stages on specific projects outside Canada.

Section B — Market Identification — to encourage a Canadian company to visit and define a potential new market. Such exposure should enable the company to

decide if its products or services can meet the requirements of these markets, and if the opportunities are commercially viable. These trips can also be supported when the intention is to make industrial co-operation arrangements.

Section C — Participation in Trade Fairs — to encourage greater participation by Canadian exporters in trade fairs and industrial exhibitions anywhere outside Canada where such participation is likely to result in an effective penetration of new markets.

Section D — Incoming Foreign Buyers — to help Canadian companies bring foreign buyers to Canada or to an approved location abroad.

Section E — Export Consortia — to provide an incentive for Canadian companies to form export consortia on a permanent and continuing basis. Participating firms are assisted to establish incorporated companies for the purpose of exporting Canadian goods and services of the respective members. This section is divided into two parts, the Feasibility Study phase and the Formation and Initial Operation phase. The PEMD support may be available under one or both of the two phases.

Section F — Sustained Export Market Development — to help Canadian exporters develop a foreign market on a long-term basis, such as by establishing sales or service facilities on location. Under Phase I of this section, support is provided for market studies and the preparation of a market penetration plan. Under Phase II, the implementation costs determined by the plan may be shared for up to three years.

In addition, PEMD provides assistance to Canadian companies, producer organizations, marketing agencies and commodity or industry associations to develop export markets for agriculture, fisheries and food products (PEMD Food and PEMD Fish). This support may take the form of encouragement to such traditional export development activities as market identification, trade fairs, incoming buyers, feasibility and marketing studies, test marketing and trial shipments. However, assistance may also be more specialized, to meet the particular requirements of the sector. For example, assistance may on occasion cover capital or operating costs for special production, handling, storage or technical promotion facilities. Market development plans and projects including generic promotion, overseas representation and technical training for buyers may also be eligible. Assistance to non-sales organizations may be on a non-repayable basis.

The amount of assistance provided under an approved application must normally be repaid on the basis of sales arising from the project. The costs eligible for cost-sharing vary from section to section and applications must be made prior to undertaking the project. For more information contact your nearest regional office of the Department of Regional Industrial Expansion (*see Part C.2 below*).

C. FEDERAL GOVERNMENT POINTS OF CONTACT

1. Info Export

The Department of External Affairs operates Info Export, an export trade information centre in Ottawa, to handle trade enquiries and to refer callers to appropriate officials in government. The telephone number for local callers is 993-6435. Other callers across Canada should dial 1-800-267-8376 toll-free (in B.C. 112-800-267-8376).