
VIII. SERVICES FOR EXPORTERS

Export Development Corporation

Of great importance to Canadian business people is the Export Development Corporation (EDC), a crown corporation that reports to Parliament through the Minister of State for International Trade. Its purpose is to encourage, facilitate and develop Canadian export trade by providing export credit insurance, guarantees, loans and other financial services to enable exporters to meet international competition.

For further information, please consult the nearest regional office of EDC.

Export Promotion Programs

The Department of External Affairs has consolidated two of its international trade promotion and export activity programs. On April 1, 1987, the Promotional Projects Program was merged with the Program for Export Market Development (PEMD) under the PEMD name.

The objective of the revised PEMD is to improve Canada's international trade performance and at the same time, stimulate the Canadian economy through increased production and employment. In keeping with the government's industrial and international marketing strategies, PEMD offers an opportunity for Canadian business to undertake new, and often risky, export activities that they could not, or would not, normally undertake on their own.

Financial assistance is available to eligible participants and applicants for export marketing activities which are initiated by government or industry.

Government-initiated export marketing activities involve trade missions outside of Canada and foreign missions to Canada where Canadian business participation is substantial. Also included are trade fairs abroad in specific industrial sectors or for specific types of products. Participants in government-initiated trade fairs pay a participation fee.