

Department's trade development services and programs to the regions of Canada. Their role is to assist Canadian companies at the regional level. They pursue opportunities to expand Canada's exports as a contribution to job creation, regional economic development and a positive balance of payments. These regional offices analyze and plan export trade activities, deliver funded programs such as PEMD, analyze export capability, build upon knowledge of export markets and organize seminars.

### Program for Export Market Development (PEMD)

PEMD encourages the export of Canadian goods and services by sharing with the Canadian business community the financial risks of entering new foreign markets. The financing is repayable if export efforts are successful. The program's nine sections cover sustained export market development, support for the agriculture, fisheries and food products industries and contributions to non-profit organizations. During the fiscal year 1983-84, there were 5 618 applications received under the program, which approved \$42.1 million in support and paid out \$27 million. In the previous year, 5 538 applications were received, \$41.1 million in support approved and \$20.9 million paid out.

The sum of \$20.45 million is to be provided over five years for the international marketing of Atlantic groundfish and herring based on the recommendation of the Kirby task force on Atlantic fisheries. A special \$2.5 million fund for 1984-85 and 1985-86 will assist the Canadian urban mass transportation equipment sector to undertake project definition and follow-on feasibility studies for potential clients.

Canada. Export sales influenced by these activities are expected to total \$623 million, at a cost of \$12.95 million.

### Export financing and capital projects

The Department's Export Finance Division seeks to ensure that export financing facilities available to Canadian business are competitive and are used effectively to advance Canada's trade interests together with international obligations. It reviews all proposals for the use of official funds to support Canadian export sales and monitors Canadian procurement under projects financed by development banks and other international financial institutions. It works to facilitate harmonization of Canada's trade development and aid programs and to advise exporters on matters relating to export financing. In 1984 its mandate was extended to include all policy and operational issues pertaining to the Department's involvement with the Export Development Corporation and the Canadian Commercial Corporation, and with the OECD in respect of Canada's international financing responsibilities. It represented the Department at OECD conferences in 1983 that led to the decision, supported by Canada, to raise export credit lending rates in line with market interest rates in order to reduce the subsidy element in export financing. It is also participating in the development of a co-ordinated approach to pursuing export opportunities through multilateral financing institutions. It encouraged the Canadian Commercial Corporation in 1983 to enhance the potential returns to Canada from contracts financed by these institutions by packaging the bids, where possible, of separate Canadian exporters and representing them on a joint basis.

**Program for Export Market Development: Summary table**

Fiscal year	Number of applications received	Number of applications approved	Amount approved (\$000)	Expenditures (\$000)	Budget (\$000)
1979-80	3 369	2 526	21 853	11 105	7 000 <sup>1</sup>
1980-81	3 324	2 498	21 853	9 130	7 000 <sup>1</sup>
1981-82	4 200	3 064	30 929	17 792	15 000 <sup>2</sup>
1982-83	5 538	3 998	41 111	20 874	19 109
1983-84	5 618	4 105	42 054	26 975	26 443 <sup>3</sup>

<sup>1</sup> A base supplemented by allotment transfers to meet actual expenditures.

<sup>2</sup> The program was partially closed for five months in 1980-81 prior to receiving additional funding. This meant that fewer commitments were made which required expenditures in 1982-83.

<sup>3</sup> Includes new program section, PEMD FISH \$150 000 but excludes \$1.7653 million to offset 1982-83 overexpenditure.

### Promotional Projects Program

This program provides funds for organizing national exhibits at trade fairs outside Canada, trade and economic missions, seminars abroad and in Canada, and incoming trade missions and visits to Canada by foreign officials and businessmen. The 1983-84 program included: 149 trade fairs and information booths in 48 countries involving 1 490 companies; 60 outgoing trade missions and seminars taking 675 businessmen to 63 countries; and 144 incoming missions and visits bringing 1 072 foreign officials and businessmen to

### Tourism program abroad

The Department has responsibility to effect Canada's tourism program through personnel at posts abroad. The tourism sector contributes significantly to the Canadian economy via two distinct world markets, viz. overseas and the United States.

In 1983, Tourism Canada ranked overseas markets by market potential. The primary markets in rank order apart from the United States, were: Japan, United Kingdom, West Germany, France, Mexico, Australia, Switzerland, Italy, Sweden, the Netherlands and Hong Kong. The Canadian travel