

## PEMD: More Selective, More Effective

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### Special Activities (Trade Associations/Organizations):

There are key changes: Approval of project will be required from the association's board of directors; the minimum contribution is \$15,000, with a maximum contribution of \$100,000; only one application per fiscal year will now be permitted; maximum reimbursement of approved eligible costs will be 50 per cent; and, as is the case for Project Bidding, approval will be by

committee.

*N.B. Two former elements of the program, Permanent Sales Offices Abroad and Innovative Marketing, are temporarily suspended, pending review of funding sources.*

Of the \$18.3 million budget allotted to PEMD for the current fiscal year, \$3.9 million has been committed against 594 approved projects during the first quarter of the year, out of 934 applications. In other words, there is assistance available, if you have done your homework and come up with a

well-conceived documented proposal!

For more information, ask for your new PEMD handbook (recycle the oldies) from the closest regional International Trade Centre, the offices of which are co-located with Industry, Science and Technology Canada, or from Info Export (see box at bottom of page 8).

### Mexico Shipment Requirements

A Mexican requirement that all livestock export health certificates be "consularized" (i.e., stamped at a Mexican Consulate in Canada) before shipment to Mexico has been eliminated.

The requirement had imposed time and financial constraints, particularly since many exporters of livestock to Mexico had only 30 days or less before the expiry of their health papers. Indeed, the procedure had been viewed as an onerous Customs requirement unrelated to health issues.

The same requirement, but this one pertaining to the shipment to Mexico of fish and food products, may "soon be eliminated", a Mexican Health official has advised the Canadian Embassy in Mexico City.

At the present time, however, exporters are reminded that the requirement remains in effect for the shipment of fish and food products to Mexico.

For more information on Mexican livestock, fish and food products export requirements, contact Trevor Wiebe, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5359. Fax: (613) 943-8806.

## Florida Attracts Exporters

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### • Universal Studios:

The purchasing department at Universal is open to receiving bids for hundreds of products, from hardware (tools, nails, paint, nuts and bolts) to furniture, kitchen equipment, paper plates and cups, and machinery.

There is particular interest in Canadian printers who have the capacity and capability to provide millions of copies of brochures that contain six colours, special folds and other special effects.

Universal's purchasing agent would like to receive information

from Canadian companies that want to sell to his operation or that want to be placed on the mailing list for bids or tenders.

The contact is: Christopher Martin, Sr., Universal Purchasing Manager, 1000 Universal Studios Plaza, Orlando, Florida 32819, United States.

For further marketing information on Florida, contact the Canadian Consulate General, Suite 400 South Tower, One CNN Center, Atlanta, Georgia 30303-2705, USA. Tel.: (404) 577-6810. Fax: (404) 524-5046.

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