

## *Market Development Strategies*

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*A package of support*

Market Development Strategies (MDS) recognizes the need for longer market planning horizons in an increasingly competitive international marketplace.

Instead of individual approval of a series of projects as in the past, MDS will now approve a package of support for visits, trade fairs and marketing support initiatives, under one umbrella of the company's year-long marketing plan.

*Streamlined, effective*

This process will reduce the administrative burden on companies, making it more streamlined and effective. MDS will bring the regional trade officers in closer touch with their clients and will enable a better approach to fewer, but larger, applications while funding a greater range of activities.

The new MDS also recognizes the unique needs of the Services and Technologies sectors and has been designed to incorporate those needs in its implementation.

**SERVICES  
SECTOR**

To date, 66% of Canada's GDP and 71% of employment is being generated by service industries in Canada. The potential of the services sector in the export market has yet to be realized. The new PEMD guidelines with respect to minimal sales levels recognizes that certain service companies are successful abroad before becoming successful in Canada. The diversity of the service sector is also recognized in the final design of MDS.

**HIGH-TECH  
SECTOR**

To ensure that these firms get consistent and equal access to PEMD, the three main aspects of the high-technology sector—outflow, inflow, and strategic venture partnering—are now covered in a comprehensive manner through the long-term marketing plan to be provided by the company