

**Sales Offices Abroad.** This program is designed to enable exporters currently active in an export market to exploit more fully that market through a sustained marketing effort. Establishment of a permanent sales office abroad must represent part of the company's overall marketing effort and demonstrate a long-term commitment to the target market. Trading houses must show evidence of long-term exporting commitment to specific Canadian products. The company must already be selling in the target market, but through methods other than sales offices.

**Special Activities.** Special activities assistance is available for non-profit, non-sales, food, agriculture and fish organizations, marketing boards and agencies. Activities undertaken by these types of organizations must be for the benefit of their members and include participation in trade fairs, visits, technical trials, product demonstrations, seminars and training, and commodity promotion.

**Marketing Agreements.** This is not a new PEMD activity but a method of packaging PEMD industry-initiated activity assistance over a one- to two-year period. Marketing agreements are most suitable for experienced medium-sized exporters who meet the applicant eligibility criteria. Only activities already outlined in industry-initiated PEMD are eligible for cost-sharing under a marketing agreement.

Further information on the PEMD program is available from InfoExport, the Middle East Trade Development Division or the department's International Trade Centres co-located with the regional offices of Industry, Science and Technology Canada.

## Publicity

*CanadExport*, a bimonthly newsletter, contains articles and reports on export opportunities such as government services to industry, international market conditions and terms of access, industrial development and joint industry-government efficiency studies. It also outlines fairs and missions that are being organized worldwide by External Affairs and International Trade Canada under its fairs and missions programs. Other editions list multilaterally funded capital projects overseas that offer good export opportunities for Canadian supplies of goods and services. Both