

***Export Consortia.*** Manufacturers, especially small- and medium-sized companies, are assisted in jointly establishing an incorporated company to solely undertake the export of Canadian products and services. These export consortia should be better able to exploit opportunities by pooling their resources and sharing export marketing costs and risks.

***Sales Offices Abroad.*** Canadian exporters are assisted to undertake a sustained marketing effort by establishing facilities in a foreign market (excluding the United States). The government will provide up to \$125 000 per project and individual companies may have up to two approvals during their lifetime.

***Special Activities.*** Up to \$125 000 per project is available to cover special activities undertaken by non-profit food, agriculture or fish organizations, marketing boards and agencies such as plant and animal material for technical trials, product demonstration, seminars and training, and commodity promotion. This assistance is non-refundable and two approvals per applicant per government fiscal year are permitted.

***Marketing Agreement.*** The new PEMD will offer applicants the flexibility to enter into an agreement with the government to undertake a marketing program made up of a combination of activities eligible under the regular program for a period of up to two years. This is aimed at medium-sized manufacturers with some experience in exporting.

Further information on the PEMD program is available for InfoExport, the Latin American and Caribbean Trade Development Division or the regional offices of DRIE.

## 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.