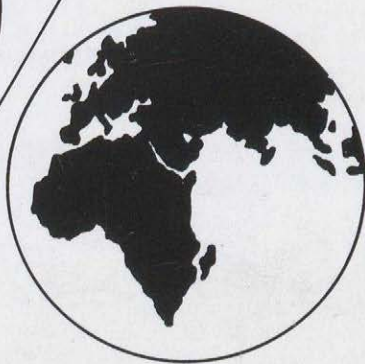


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# CANADIAN EXPORT ASSOCIATION

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## EXPORT ROADMAP

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Regional Industrial  
Expansion

Expansion industrielle  
régionale



External Affairs  
Canada

Affaires extérieures  
Canada

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# EXPORT ROADMAP

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Prepared by  
CANADIAN EXPORT ASSOCIATION

in collaboration with  
THE DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION  
and  
THE DEPARTMENT OF EXTERNAL AFFAIRS

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May 1984

Canada

# Foreword

Exports represent more than 30 per cent of Canada's Gross National Product. Because international trade is so important to Canada, the need to create and maintain conditions that will be conducive to sustained growth of Canadian exports is today more important than ever. In response to this need, the Canadian Export Association is pleased to make available this EXPORT ROADMAP as a guide to the federal government services dedicated to supporting the efforts of Canadian exporters.

The Canadian Export Association is the only national business organization in Canada which is exclusively concerned with the enhancement and promotion of Canadian exports. It is this Association's intent that the EXPORT ROADMAP will be a useful source of information for present and potential Canadian exporters. It clarifies the points of contact to be made by Canadian exporters with trade expertise in the offices of various federal government departments and agencies, in Ottawa and across Canada, which play an important role in helping to expand Canada's export performance.

To help us produce this booklet, the Canadian Export Association drew upon the resources of the Department of Regional Industrial Expansion and the Department of External Affairs who generously made available several senior officers to collaborate on its preparation.

In the months to come the Association hopes to follow the publication of the EXPORT ROADMAP with similar documents which will provide a guide to the many provincial government services to exporters.

Frank Petrie  
President  
Canadian Export Association

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# 1. USING FEDERAL GOVERNMENT EXPORT SERVICES

Federal government services dedicated to supporting the efforts of Canadian exporters are constantly evolving. A Canadian company seeking advice and assistance can look forward to a variety of services to help solve the many problems related to exporting and this brochure is a guide to these services. The main government organizations involved in the delivery of export related and financing services are:

- The Department of Regional Industrial Expansion Regional Offices
- The Department of Regional Industrial Expansion Industry Sector Branches
- The Department of External Affairs Geographic Branches
- The Department of External Affairs Trade Development Branch
- Trade Commissioners Abroad
- The Export Development Corporation
- The Canadian Commercial Corporation
- The Canadian International Development Agency

## A First Step

Located in all provinces, the regional offices of the Department of Regional Industrial Expansion (DRIE) (see page 9 for addresses) are the first point of contact for potential exporters. These offices counsel and assist individual companies in their region in the manufacturing, processing, agricultural,

fisheries, tourism and selected service sectors to pursue export marketing opportunities. These offices also provide financial assistance for industrial development and administer the Program for Export Market Development (PEMD) (see page 15).

## In Ottawa

The Department of Regional Industrial Expansion industry sector branches (see page 10), are the prime source of national industrial intelligence. They are the principal contact for sourcing enquiries for Canadian products and services from overseas buyers and they assist in recruiting companies for trade fairs and missions sponsored by the Department of External Affairs. They also assist Canadian firms in joint venture activity with foreign companies and process and appraise applications for the Defence Industry Productivity Program (DIPP) (see page 10).

The Department of External Affairs' geographic branches are responsible for the management of Canadian foreign policy — political, economic and trade — with every region in the world. Information on particular export markets is readily available from the trade development divisions within these branches (see page 12) including information on tariffs and access issues. Assistance to Canadian exporters is also available from the International Trade Development Branch (see page 13), and through the Program for Export Market Development (see page 15) and the Promotional Projects Program (Fairs and Missions) (see page 16.)

## Abroad

The trade commissioner is the focal point of the Department of External Affairs for the promotion of Canadian goods and services in the foreign marketplace. Some 500 officers in more than 90 Canadian embassies, high commissions and

consulates abroad offer a world wide network to assist companies seeking export markets. The trade commissioner provides introductions to potential clients, does mini market surveys, reports on the market environment and deals with questions of access to his territory for Canadian goods and services (see page 14).

## 2. FEDERAL GOVERNMENT DEPARTMENTS AND AGENCIES — ROLES AND RESPONSIBILITIES

### Department of Regional Industrial Expansion

#### Regional Offices

**Role:** Located in all provinces, the regional offices of the Department of Regional Industrial Expansion (DRIE) counsel, encourage and assist individual companies in the region in the manufacturing, processing, agricultural, fisheries, tourism and selected service sectors to pursue international export marketing opportunities.

**Responsibilities:** Industry Counseling and Intelligence: DRIE regional offices conduct workshops, seminars and meetings to acquaint exporters and potential exporters with export marketing. These sessions cover subjects such as export pricing, financing, documentation, transportation, insurance and government assistance programs and services. In addition, regional office staff assist individual exporters with these activities and provide them with information on specific market opportunities.

Regional offices use a number of sources to keep abreast of developments in export trade. These sources include External Affairs trade development divisions and trade posts abroad, DRIE industry sector branches, the Canadian International Development Agency (CIDA), the Export Development

Corporation, the Canadian Commercial Corporation, provincial governments, international banking agencies, and domestic and foreign publications.

The regions also keep abreast of current federal and provincial industrial development policies and programs that affect trade development in the region and promote assistance available from federal government and other public and private sector export agencies.

**Export Supply Capability:** For export purposes, DRIE regional offices maintain an effective sourcing system for company products in the region and also encourage company listings in the Business Opportunities Sourcing System (BOSS). They also monitor export market opportunities abroad along with the capability of regional firms to respond to these opportunities.

**Federal-Provincial Relations:** Maintaining a close working relationship with all levels of provincial government departments and agencies concerned with trade matters is a priority in the regions. Co-ordination and co-operation is needed if common objectives are to be achieved.

Regional staff initiates joint federal-provincial export trade activities and keeps provincial counterparts informed of new federal policies and programs in this area. At the same time, the staff evaluates provincial export policies, programs and priorities and informs Ottawa of pertinent developments.

**Other services:** Export trade is of prime importance to the Canadian economy. Within each region, DRIE offices work to promote public awareness of this. Through these offices, potential exporters are introduced to trade commissioners abroad and others who can assist their export trade efforts. Regional offices also recommend policy and program changes and new initia-

tives that would support the growth of export sales from the region and advise headquarters officials in External Affairs and DRIE of the regional impact of proposed changes in policies or programs.

## **Regional Offices**

### **Newfoundland and Labrador**

Parsons Building  
90 O'Leary Avenue  
P.O. Box 8950  
St. John's, Newfoundland  
A1B 3R9  
Telephone: (709) 772-4884  
Telex: 016-4749

### **Prince Edward Island**

Confederation Court  
134 Kent Street  
P.O. Box 1115  
Charlottetown, P.E.I.  
C1A 7M8  
Telephone: (902) 566-7400  
Telex: 014-44129

### **Nova Scotia**

P.O. Box 940, Station M  
1496 Lower Water Street  
Halifax, Nova Scotia  
B3J 2V9  
Telephone: (902) 426-2018  
Telex: 019-22525

### **New Brunswick**

Assumption Place  
770 Main Street  
P.O. Box 1210  
Moncton, New Brunswick  
E1C 8P9  
Telephone: (506) 388-6400  
Telex: 014-2200

### **Quebec**

Tour de la Bourse  
800, Place Victoria  
(C.P. 247)  
Montréal (Québec)  
H4Z 1E8  
Telephone: (514) 283- 7907  
Telex: 055-60768

### **Ontario**

1 First Canadian Place  
P.O. Box 98  
Toronto, Ontario  
M5X 1B1  
Telephone: (416) 365-3737  
Telex: 065-24378

### **Manitoba**

185 Carlton Street  
P.O. Box 981  
Winnipeg, Manitoba  
R3C 2V2  
Telephone: (204) 949-4090  
Telex: 075-7624

### **Saskatchewan**

Bessborough Tower  
601 Spadina Crescent East  
Saskatoon, Saskatchewan  
S7K 3G8  
Telephone: (306) 665-4400  
Telex: 074-2742

### **Alberta**

Cornerpoint Building  
Suite 505  
10179 - 105th Street  
Edmonton, Alberta  
T5J 3S3  
Telephone: (403) 420-2944  
Telex: 037-2762

### **British Columbia**

Bentall Centre, Tower IV  
1055 Dunsmuir Street  
P.O. Box 49178  
Vancouver, B.C.  
V7X 1K8  
Telephone: (604) 666-1434  
Telex: 04-51191



## Department of Regional Industrial Expansion

### Industry Sector Branches

**Role:** The industry sector branches counsel, encourage and assist industry in the manufacturing, processing, tourism and selected service sectors to pursue international export marketing opportunities.

**Responsibilities:** Industry Counseling and Intelligence: The industry sector branches of the Department of Regional Industrial Expansion (DRIE) act as the principal contact for industry issues. Regional offices are the first point of contact for inquiries from individual firms. For large corporations, with divisions in more than one part of Canada, the sector branches may be the principal contact.

As the prime source of industry intelligence, sector branches counsel exporters on industrial supply and demand and other relevant industry matters. They also participate in meetings, seminars and discussions with industry to promote exporting or to develop a marketing strategy. In addition, they attend industry association annual meetings to provide a government perspective on product/sector developments in relation to export markets.

**Product/Service Sourcing:** The DRIE industry sector branches maintain intelligence on Canadian industry, including consultants and trading houses. They gather information on products and services, areas of interest, capabilities and, in the case of multinational organizations, the Canadian operation's mandate on exports.

Sector branches are a point of contact for incoming nationwide sourcing enquiries. They in turn notify industry of identified opportunities and also trace potential Canadian sources through contact with

regional offices, trade associations or domestic users. At the same time, they encourage exporters of goods and services to register with the department's Business Opportunities Sourcing System (BOSS).

**Industrial Co-operation:** The DRIE sector branches assist Canadian firms interested in participating with foreign companies in various activities. Included in these activities are technology exchanges or cross licensing; reciprocal marketing arrangements; joint ventures; joint research and development projects; and licensing of technology (see also CIDA Industrial Co-operation Program, page 18).

**Defence Industry Productivity Program (DIPP):** Sector branches process and appraise applications for DIPP assistance. DIPP offers financial assistance to Canadian companies involved in the development and production of defence or defence-related products for export. Aid is available for: market research studies; research and development of products for export purposes; acquisition of modern tools and equipment to meet exacting military standards; and pre-production expenses in establishing manufacturing sources in Canada for defence or defence-related export markets.

## INDUSTRY SECTOR BRANCHES

(Telex No. 053-4123)

	Telephone Number	Telex and Mail Codes
<b>Capital and Industrial Goods:</b>		
Automotive Directorate	(613) 992-1506	FAMR
Marine, Urban and Rail Directorate	992-3389	FAMR
Electronics Directorate	995-6013	GELA
Aerospace Directorate	996-0601	GELA
Resource Industries Equipment Division	992-4082	GMEE
Energy Equipment Division	995-3951	GMEE
Service and Secondary Equipment Division	995-6441	GMEE
<b>Consumer Goods, Services and Resource Processing:</b>		
Metals and Minerals Processing	992-0088	IRPI
Iron and Steel	992-0025	IRPI
Fabricated Metals and Construction Products	996-0763	IRPI
Primary Wood Products	992-0068	IRPI
Manufactured Wood Products	995-7134	IRPI
Pulp and Paper	992-0065	IRPI
Petroleum and Industrial Chemicals	992-0028	IRPI
Plastic, Rubber, Chemical Specialties	996-7085	IRPI
Health Care Products	593-4471	IRPI
Food and Consumer Products	593-7303	JFCP
Construction Services	995-8107	ISEI
Consulting Services	995-8107	ISEI
Transportation Services	995-8107	ISEI
Distribution Services	995-8107	ISEI
Textiles, Clothing, Footwear	992-1207	EOIA
Market Development Branch	992-8160	FMDB

*Note: The DRIE Industry Sector Branches are located at 235 Queen Street,  
Ottawa, Ontario, K1A 0H5.*

## Department of External Affairs

### Geographic Branches in Ottawa

External Affairs has geographic branches for every region of the world. Resources are devoted to trade development, economic and trade relations. There are also divisions for political and special programs and services such as cultural affairs and immigration services abroad.

The main trade functions of the trade development divisions within the geographic branches are to promote and maintain Canadian exports and to keep Canadian industry well informed about all market opportunities in each region that affect external trade. The trade development divisions also provide an easily identified point of contact for the exporter (see page 13.)

The geographic branches promote and assist companies to develop specific capital projects using their knowledge of the wide variety of financing mechanisms available in Canada and promote Canadian

activity in the multilateral financing agencies. They manage export promotion activities and co-ordinate the export interests of other federal departments and agencies with those of provincial governments and private companies. In co-operation with the DRIE industry sector branches, they also match export opportunities with Canadian industrial capabilities.

The geographic branches carry out many specific activities such as organizing trade fairs, serving as a liaison with financial institutions and making contacts for businesses. As well, they generally keep tabs on anything that affects trade — from formal agreements on tariffs and duties to informal agreements on technical specifications and product inspections. These branches also provide up-to-date information on political affairs that might have an effect on Canada's trading relationship and, for businesses contemplating moving into a particular market, most have relevant economic, business, marketing and travel information available for various countries in their region.

### GEOGRAPHIC BRANCHES

(Telex: 053-3745; answerback: External Affairs OTT)

	Telephone Number	Telex and Mail Codes
<b>Latin America and Caribbean:</b>		
Caribbean and Central America	(613) 992-0384	LCT
South America	996-5546	LST
<b>Europe:</b>		
Western Europe 1 (United Kingdom, France, Federal Republic of Germany and Italy)	995-9401	RCT
European Economic Community	593-5584	RCM
U.S.S.R. and Eastern Europe	593-4884	RBT
Western Europe 2 (Austria, Belgium, Luxembourg, Netherlands, Norway, Iceland, Finland, Sweden, Denmark, Spain, Portugal, Ireland, Switzerland, Greece and Turkey)	995-6438	RST

**United States:**

Marketing and Customs Information	593-5911	UTM
Trade and Investment Development	593-7343	UTT

**Asia and Pacific:**

East Asia	995-7575	PET
Pacific	997-3984	PPT
South and Southeast Asia	997-4304	PST

**Africa and Middle East:**

Africa	996-1941	GAT
Middle East	593-7030	GMT

*Note: The External Affairs Geographic Branches are located in the L.B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2.*

### **International Trade Development Branch in Ottawa**

In the Department of External Affairs, various bureaus within the International Trade Development Branch are a focal point for industrial export activities including information about major projects abroad. They work closely with Department of Regional Industrial Expansion industry sector branches, firms and associations to match Canadian industrial capabilities with export opportunities. They also work closely with Canadian posts abroad, as well as with the Department's geographic branches and other government departments. The bureaus monitor and analyze export opportunities and issues in world markets for agriculture, fish and food products, grains, defence products, resource and manufacturing industries, high technology and services.

Among the program activities of interest to exporters are the following:

**Canada-U.S. Defence Production Sharing Arrangement:** This arrangement provides Canadian manufacturers with the opportunity to provide defence supplies and services to the U.S. military in competition with American industry.

Under this program, Canadian firms can compete effectively because, in most cases, the United States government has waived customs duties and its Buy America Act. The program aims to improve market access for Canadian businessmen but does not provide financial assistance.

**Canada-U.S. Defence Development Sharing Program:** This program, a companion to the above, does offer financial assistance. For approved projects Canadian companies are reimbursed 100 per cent of their costs for the research and development phase of U.S. military projects. Funds are provided by the participating U.S. Department of Defense agency and up to 50 per cent by the Canadian government through the Defence Industry Productivity Program (DIPP - see page 10).

**Grains and Oilseeds Program:** The Department of External Affairs provides information, direction and assistance to individuals and firms concerned with market development, marketing, handling and processing of grains, oilseeds and their products. Assistance includes the provision of government guaranteed credit on export sales and a market development program which includes the conduct of trade missions and dissemination of information on marketing opportunities.

**Export Financing Information:**

The success of the promotion of Canadian exports is to a large measure contingent upon the performance of international financing facilities available to Canadian exporters. To this end, the Department participates actively in both policy formulation and operational aspects associated with the Export Development Corporation (see page 18), the Canadian International Development Agency (see page 18), and the international financing institutions.

**Export Permits and Controls:** The Department of External Affairs makes exporters aware of the requirements of the Export and Import Permits Act, reviews and approves, or denies, export permit applications. It also establishes policy relating to the control of exports from Canada for national security, foreign policy or supply reasons.

For further information on these departmental activities, contact: Trade Information Centre, toll free 1-800-267-8376.

**Trade Commissioners Abroad**

**Role:** The Department of External Affairs maintains a worldwide network of trade commissioners to assist companies seeking export markets, with some 500 officers in more than 90 Canadian embassies, high commissions and consulates.

**Responsibilities:** There are a number of ways trade commissioners can assist exporters. They help new exporters enter the marketplace and, in fact, encourage them to visit markets when conditions appear particularly favourable for their commodity or service. Trade commissioners identify firms suitable as agents and place Canadian suppliers in direct contact with these firms, and can provide credit and other information on potential business partners in foreign countries.

In the course of their daily activities, trade commissioners perform a variety of tasks: they prepare a number of reports on the country they are posted in — on trade, business and financial conditions, on new market opportunities and competition in the market place, on tariff and trade regulations and on banking practices. Much of this information, along with guidance on how to quote in the market, is relayed to current and potential exporters.

The trade commissioner is the focal point abroad for the Government of Canada's efforts to promote tourism and the export of Canadian goods and services in foreign markets. Trade commissioners represent and defend Canadian trade interests abroad, analyze local commercial practices and economic policy developments that could affect this trade and influence the policy of government departments in Ottawa. All dealings between trade commissioners and companies are commercially confidential.

They also advise and assist Canadian companies seeking foreign joint-venture and licensing opportunities and encourage foreign companies to make investments in Canada that contribute to Canadian technology, productivity and employment generation.

Trade commissioners are a source of continuing assistance to Canadian firms already established in various market places. They maintain close contact with new agents, intercede with local authorities on behalf of exporters and help cut red tape and smooth out difficulties to keep Canadian trade moving.

The trade commissioners are an important link between Canadian sellers and foreign buyers but, naturally, there is a limit to the services they perform for private companies. They WILL NOT sell a product or act as sales agent, debt

collector or travel agent. They WILL recommend others who can provide these necessary functions.

To contact Canadian trade commissioners, please refer to the *Business Directory of Canadian Trade Representation Abroad*, available without charge from the Department, or contact the geographic branches (see page 12.)

### **Program for Export Market Development (PEMD)**

The Program for Export Market Development (PEMD) helps incorporated Canadian business to develop, increase, sustain and diversify their export activities by sharing with them the financial risks of specific export marketing efforts. PEMD was designed to encourage Canadian companies to begin export marketing and to encourage established exporters to enter new export markets or to undertake additional export development activity.

PEMD is administered and delivered by External Affairs as well as the Department of Regional Industrial Expansion (DRIE) regional offices across Canada (see page 9). PEMD is available to eligible Canadian companies with an export capability for taking export marketing initiatives.

During the period 1971-1983, a total of 19,743 applications were approved for PEMD assistance to some 12,500 companies for a value of nearly \$165 million. Only some \$83 million was actually claimed. Reported sales attributable to this PEMD assistance were about \$5.3 billion.

PEMD provides up to 50 per cent of the eligible costs incurred by a company in its penetration of new markets. These contributions are repayable if export sales are achieved.

The Program for Export Market Development has various sections,

each designed to assist exporters to undertake the various steps required to identify, develop new or expand existing export markets.

#### **Section A: Specific Project**

**Bidding:** Section A may share the cost of bidding on specific projects anywhere outside Canada. The projects typically involve a formal bidding procedure in competition with foreign firms, for consulting services, engineering, construction and the supply of equipment and other Canadian goods and services.

#### **Section B: Market Identification:**

Section B may help companies to undertake market identification activities in potential markets and to assess whether exporting to that market would be commercially viable or to make industrial co-operation arrangements. Eligible "B" activities are visits, seminars, technical presentations, market studies and industrial co-operation arrangements which result in significant export benefits to Canada.

#### **Section C: Participation in Trade**

**Fairs Abroad:** Section C may help Canadian exporters to participate in conventional trade fairs and industrial exhibitions outside Canada. Companies may participate in the same (or essentially the same) event up to three times. The events that PEMD supports are generally of limited duration rather than on-going exhibitions.

#### **Section D: Incoming Foreign**

**Buyers:** Section D may help Canadian companies to bring potential foreign buyers to Canada, or to an approved location abroad. The foreign buyers must represent importers located abroad and must play a major role in influencing purchasing decisions or industrial co-operation agreements.

#### **Section E: Export Consortia:**

Section E encourages Canadian firms to jointly establish an incorporated company to be engaged solely in the export of the Canadian

products and services of those firms. It is especially designed to encourage consortia of small and medium-sized firms. Section E supports feasibility studies of proposed export consortia, as well as the formation and initial operation of new consortia for up to three years.

**Section F: Sustained Export Market Development:** Section F may help Canadian exporters to undertake a sustained marketing effort in a foreign market by establishing facilities on location. Under Phase I of Section F, support may be provided for a detailed study to determine the viability of establishing facilities in a particular export market. The study would focus on a three-to-five-year market penetration plan. Under Phase II, the implementation costs determined by the plan may be shared for up to three years.

**PEMD-FOOD: Export Development Activity for Agriculture, Fisheries and Food Products:** PEMD-FOOD assists Canadian companies, producer organizations, marketing agencies and related industry associations to undertake new or *incremental* export initiatives which represent an extension of normal business activities. This section supports such traditional export development activities as: market identification, trade fairs, incoming buyers, feasibility and marketing studies, test marketing and trial shipments.

PEMD-FOOD also provides scope for, and a flexible approach to, addressing the specialized export development needs and opportunities of the sector. Assistance may be provided for the organization of commodity groups to undertake export development activity. Under appropriate circumstances, assistance may cover capital or operating costs for special production equipment, handling and storage facilities or technical training or promotion facilities in Canada.

Long-term market development plans and projects including generic promotion, establishment of overseas representation as well as technical training in Canada for representatives of potential or existing markets may also be eligible. Assistance to non-sales organizations may be on a non-repayable basis.

**PEMD-FISH: Export Markets for Atlantic Groundfish and Herring:**

This section is designed to provide increased scope and a more flexible approach to address the specialized export development needs and opportunities of the Atlantic groundfish and herring industry. PEMD-FISH supports activities similar to those described under Sections A to F of the general program as well as under a Special Activities section which provides support for marketing activities which are beyond the scope of the other sections.

Companies wishing further information on the PEMD should contact the regional office of DRIE or External Affairs in Ottawa.

**Promotional Projects Program**

The Promotional Projects Program (PPP) is the vehicle through which the federal government plans and implements exhibits at trade fairs abroad, outgoing and incoming trade missions, and incoming trade visits by foreign buyers and government delegations.

PPP supports initiatives from other units within the government by providing the tools with which trade commissioners, the industry sector branches of DRIE, the geographic branches in External Affairs and the regional offices (DRIE) (reflecting provincial inputs) fulfill their export development responsibilities.

In those situations where a group of Canadian companies seeks PEMD support for a project that would

take on the appearance of a Canadian exhibit or mission, the Fairs and Missions Division of External Affairs is responsible for bringing these group PEMDs to the attention of the Interdepartmental Program Committee to ensure that these activities are effectively co-ordinated with other government initiatives.

The level of PPP activity which is undertaken each year depends on:

- a) the export promotional needs and capability of Canadian industry;
- b) the opportunities in and accessibility to the marketplace;
- c) the priorities established by the Department of External Affairs, geographically and/or by industry;
- d) the total resources both in personnel and funds available to the Department;
- and e) the co-ordination of the program with the provinces to ensure the maximum effectiveness of export thrusts.

The Promotional Projects Program is the funding vehicle through which the government underwrites some of the cost to industry of participating in promotional events that are organized by the Department of External Affairs. These events are designed to increase the knowledge of foreign buyers about Canadian products and capability and to undertake export market intelligence-gathering operations.

The program encompasses a wide variety of trade promotion techniques within three general categories: trade fairs abroad, trade missions and trade visitors. These projects are initiated by the government and reflect those events developed in consultation with the DRIE industry sector branches and the regional offices, as well as trade commissioners abroad to achieve the government's market development objectives. The choice of projects also ensures recognition of commitments implicit in ministerial missions, policy statements and

the signing of international trade agreements.

The program is designed to benefit as wide a cross-section of Canadian industry as possible by providing the opportunity to promote Canadian manufacturing capabilities, services and products in the marketplaces of the world. On-site sales, the appointment of agents, and the assessment of competition are some of the advantages Canadian companies gain from participation in the program. Most important, the program gives the Canadian manufacturer an appreciation of foreign business methods, problems and customer preferences.

The Promotional Projects Program is administered by the Assistant Deputy Minister, International Trade Development Branch in External Affairs, through an Interdepartmental Program Committee. For further information, contact the geographic branches (see page 12).



## **Export Development Corporation (EDC)**

Most federal export financing is provided by EDC. This federally owned corporation has a multi-million-dollar capacity to finance export sales through loans, loan guarantees and export insurance.

The four main types of assistance are: credit insurance to cover up to 90 per cent of losses caused by non-payment of foreign buyers; loans and loan guarantees needed by foreign purchasers of Canadian goods and services; foreign investment insurance to provide cover for Canadian investments in developing countries against political risks; and surety and performance guarantees to insure Canadian companies against foreign calls on a guarantee or against non-performance by a consortium partner.

Further information is available from: Export Development Corporation, Head Office, P.O. Box 655, Ottawa, Ontario, K1P 5T9, telephone (613) 237-2570, or

**EDC Regional Offices:** The phone numbers of EDC regional offices are: Vancouver (604) 688-8638; Calgary (403) 294-0928; Toronto (416) 364-0135; Montreal (514) 878-1881; Halifax (902) 429-0426.

## **Canadian Commercial Corporation (CCC)**

This federally-owned corporation ties together the procurement requirements of foreign governments and international agencies with the supply capabilities of Canadian producers of goods and services.

It provides Canadian businesses, many of them relatively small, with access to foreign government purchasing offices. It also acts as prime contractor in capital project exports when a government-to-government arrangement is preferred by the Canadian supplier or

the foreign buyer, or in projects financed by development banks and other multilateral organizations, such as the World Bank and the United Nations Development Program.

Further information is available from: Canadian Commercial Corporation, 112 Kent Street, Tower B, Place de Ville, Ottawa, Ontario, K1A 1E9, telephone (613) 996-0034.

## **Canadian International Development Agency (CIDA)**

CIDA operates and administers Canada's official international development assistance program in approximately 80 countries. The main components of CIDA's assistance program to Canadian exporters include the Industrial Co-operation Program, which uses financial incentives to mobilize private sector resources for development including direct technical co-operation; preparation of feasibility studies in relation to Canadian international development projects; and, bilateral programs including sponsorship of lines of credit.

Further information is available from the Canadian International Development Agency, Ottawa, Ontario, K1A 0G4, telephone (819) 997-5456 (general information) or (819) 997-0568 (Industrial Co-operation Division).

### 3. SOME REPRESENTATIVE EXPORT CASES

#### Trade Fairs and Missions

**Question:** Whom should a Canadian company approach if it wishes to be included in a specific trade fair and/or trade mission abroad?

**Answer:** The trade fairs and missions activities, funded through the Promotional Projects Program, are administered by the Department of External Affairs. This department requests the Department of Regional Industrial Expansion industry sector branches in Ottawa and its regional offices across Canada to provide names of potential participants in these activities. A company should advise the regional office of their interest in a particular fair or mission, and the regional office will pass this information on to the appropriate External Affairs geographic branch which is responsible for arranging Canadian participation in these events. Follow-up contact with the company will then be the geographic branch's responsibility.

**Question:** With whom should a Canadian company register if it wishes to be informed about future events in the Promotional Projects Program?

**Answer:** Each year, the Department of External Affairs prepares a list of forthcoming events which they propose to support. This information is also made available to the trade ministries of the provincial governments. Companies wishing general information on future events should contact the regional offices of the Department of

Regional Industrial Expansion. The geographic branches of the Department of External Affairs can provide a company with more explicit details on any particular event.

#### Access Problems in Specific Foreign Markets

**Question:** From whom should a Canadian company seek assistance if it faces access problems in a specific foreign market such as tariff increases, quotas, exchange control regulations?

**Answer:** The geographic branches of the Department of External Affairs are responsible for dealing with access problems in specific foreign markets. If a company is not certain which branch it should contact, its first step should be to contact the Department of Regional Industrial Expansion regional offices (see page 9).

#### Trade Opportunities

**Question:** Where should a company, wishing to be regularly informed about trade opportunities abroad in specific sectors, look for advice?

**Answer:** The company should first touch base with the Department of Regional Industrial Expansion regional office, who will pass on the interest in particular trade opportunities to the appropriate geographic branch of the Department of External Affairs. Both the regional office and the geographic branch will then provide the company with the earliest possible information of specific export opportunities. In addition, the company, if it has not already done so, would be advised to be listed in the Business Opportunities Sourcing System (BOSS). Your regional office can show you how (see page 9).

#### Export Financing

For export financing for capital goods sales abroad, the Export

Development Corporation (EDC) plays the key government role.

**Question:** How can a company apply for export financing support from EDC?

**Answer:** By contacting the nearest Regional Office of EDC. Regional offices are located in Vancouver, Calgary, Toronto, Montreal and Halifax.

**Question:** What support and assistance can the Department of Regional Industrial Expansion and the Department of External Affairs give to a company seeking EDC financing?

**Answer:** Companies should communicate their interest in specific capital projects overseas to the regional office of the Department of Regional Industrial Expansion who will inform the DRIE industry sector branches and the geographic branches of the Department of External Affairs. Both departments have representation on the EDC Board of Directors and it would be to a company's advantage to have its project supported by each department.

### **Defence Products**

**Question:** In a defence or defence-related industry, what are the respective responsibilities of the Department of External Affairs and the Department of Regional Industrial Expansion in a) researching markets abroad; b) in contracting abroad; c) in gaining access to the Defence Industry Productivity Program?

**Answer:** a) The Department of External Affairs Defence Programs Bureau in Ottawa has the prime responsibility for defence export market development in conjunction with trade commissioners overseas; b) the Department of External Affairs Defence Programs Bureau and the Canadian Commercial Corporation have important roles to play in contracts for defence exports overseas; c) the Depart-

ment of Regional Industrial Expansion is responsible for the Defence Industry Productivity Program which is administered in Ottawa. The regional offices of DRIE across Canada can put you in touch with the appropriate departmental official in Ottawa (see page 9).

### **Federal-Provincial Relations**

**Question:** How do federal government export services relate to those available from provincial government export support agencies?

**Answer:** The services of the federal and provincial governments in the export field are designed to be complementary and mutually supportive. The Department of Regional Industrial Expansion and the Department of External Affairs provide nation-wide access to federal promotional projects and to the special services provided by trade commissioners abroad. The provincial governments provide support directly related to the needs of exporters in each province. Many provincial governments are active in the international marketplace and have in-depth knowledge of countries which are important clients for their province's exporters.