

in productivity cannot be obtained without committing additional financial resources to a more extensive in-depth feasibility study, and if the investigation would otherwise be shelved, money may be made available under PEP. The program is, however, designed to eliminate support for projects that would in all probability be carried out in the normal course of events.

If the study includes carrying out market research, not more than 25% of total approved costs should represent this component.

Program for Export Market Development, an incentive-based program, is designed to help increase exports of Canadian goods and services on a continuing basis. Under the plan, Canadian companies may obtain repayable grants toward defraying approved expenses which would otherwise inhibit their attempts to earn a share of markets. The program is divided into four main components defined in terms of regions, products and the marketing techniques concerned.

Section A, incentives for participation in capital projects abroad, are applicable anywhere outside Canada. The term "capital projects" as used here is intended to describe facilities, systems and other projects requiring the provision of skilled services, engineering products and other capital goods. Section B, market identification and marketing adjustment, emphasizes manufactured goods but it can be more widely applied. It is applicable anywhere outside Canada and the continental US. Section C, participation in trade fairs abroad, is not restricted as to markets, products or services. It is applicable anywhere outside Canada but participants in Canadian national stands at the same fair abroad are not eligible. Section D, incoming foreign buyers, also has no restrictions on markets, products or services. Buyers from anywhere outside Canada and the continental US may be invited by a company to examine products and production in Canada.

The Department's contribution will normally be 50% of eligible costs incurred. If a company receiving assistance succeeds in obtaining the business sought, repayment of the Department's contribution will be required, but no repayment is required if the company is unsuccessful.

Promotional Projects Program. The program of trade fairs and missions was set up to promote the export of Canadian products and services. It is an expression of federal initiatives in which Canadian industry is invited to participate. The program consists of a number of sponsored promotions designed to meet particular requirements and includes: trade fairs abroad – vertical and horizontal; missions – incoming and outgoing; in-store promotions; travelling sample shows; incoming trade delegates and buyers program; export-oriented training program; and under the programs for export market development, the incentive for participation in trade fairs abroad; and the incentive for incoming foreign buyers.

Fashion Design Assistance Program (FDAP) has as its primary objective an increase in competitiveness of the Canadian apparel, textile, leather and footwear industries at the international level by encouraging greater Canadian design creativity and upgrading product quality, building a prestige image of creative fashion design in Canada to attract Canadian and foreign buyers, and by providing an environment to encourage and retain Canadian fashion design talent.

There are two main aspects of the program – Designer Development and Fashion/Canada. The aim of the Designer Development component is to expand opportunities for the development and appreciation of trained Canadian fashion designers. Fashion/Canada encourages fashion awareness by promoting good design and workmanship by Canadian designers.

Counselling Assistance to Small Enterprises (CASE) provides an opportunity for owners and managers of small businesses engaged in manufacturing or tourism to benefit, at nominal cost, from a service provided by retired business executives selected for their management experience. Under special circumstances, government contributions can also be made toward the cost of engaging consulting firms. The program operates from offices in Montreal and Winnipeg which were opened in 1972.

Through the CASE program, the managements of small companies can discuss their particular problems with experienced businessmen, explore new ideas to help their businesses grow and examine new methods for improving productivity. A CASE counsellor will visit the applicant's place of business, make a detailed analysis of the company's problems and