

### 18.2.10 Export market development

The objectives of the program for export market development (PEMD) are to develop and increase exports of Canadian goods and services by sharing with the business community the financial risks of entering new foreign markets. Such risks may result from the unusual size and complexity of a large specific project venture, international competition, new and unfamiliar market conditions or the need for a consortium approach to meet opportunities abroad. The program is divided into five sections to meet different direct export marketing needs.

It encourages participation in capital projects abroad, including facilities, systems and other projects requiring the provision of skilled services, engineering products and other capital goods. It identifies markets, particularly for manufactured goods outside Canada and continental US. It encourages participation in trade fairs abroad, and visits by incoming foreign buyers; such buyers from anywhere outside Canada and the continental US may be invited by a company to examine products and production in Canada or in an agreed third location.

The department's contribution will normally be up to 50% of transportation and special and unusual costs, and \$90 a day toward personnel costs. If a company receiving assistance succeeds in obtaining the business sought, repayment of the department's contribution is required, but no repayment is required if the company is unsuccessful.

### 18.2.11 Promotional projects

A program of trade fairs and missions was set up to promote the export of Canadian products and services. Its sponsored promotions are designed to meet particular requirements and include trade fairs abroad, trade missions, in-store promotions, travelling sample shows, incoming trade delegates and buyers programs, export-oriented training programs and, under the programs for export market development, incentives for participation in trade fairs abroad and incentives for foreign buyers.

### 18.2.12 Fashion design assistance program

Fashion/Canada, a non-profit corporation, administers this program. The board of directors is comprised of representatives from federal and provincial governments, trade and industry associations, retail, media, education and manufacturing sectors. The program includes a designer development project directed toward the training of designers and increasing designer acceptance into the industry work force. Design and designer promotional projects are undertaken to increase at home and abroad the recognition and identification of good Canadian design talent and capability.

## 18.3 Canada Development Corporation

The corporation (CDC) was established to develop and maintain Canadian-controlled corporations in the private sector, to give Canadians greater opportunities to invest in the economic development of Canada. Industries considered have potential for long-range development, for upgrading Canadian resources and Canadian expansion in international markets and have a high technological base.

Polysar Ltd. is CDC's wholly owned operating company in petrochemicals. CDC and Polysar together own 60% of Petrosar Ltd. which operates the first world-scale crude oil topping and naphtha cracking unit in Canada. CDC's interest in the mining industry is represented by 34% ownership of Texasgulf, Inc., one of Canada's largest mineral producers.

CDC Oil & Gas Ltd., 100% owned, is CDC's operating company in oil and gas exploration and production. Through CDC Life Sciences Inc., also 100% owned, CDC is developing a Canadian presence in the health care and pharmaceutical field. CDC owns 64% of AES Data Ltd. of Montreal, a leading manufacturer of video-display word-processing equipment. CDC's interest in five associated venture and expansion capital companies has been grouped into one holding and managing enterprise, CDC Ventures Inc., which represents the largest pool of venture and expansion capital in Canada. Companies in that group have themselves invested in more than 30 small and medium-sized businesses.