

corporate units able to employ competent management and other personnel, perform suitable research and development and undertake effective marketing programs. It enables manufacturers of generic drugs to improve their ability to produce and market lower-priced prescription drugs at more competitive prices by reorganizing their manufacturing and marketing systems. The program is particularly helpful to smaller drug manufacturers. Direct loans at commercial interest rates are available to provide the capital necessary for implementing approved pharmaceutical industry development proposals.

**Program to Enhance Productivity (PEP).** PEP offers outright grants of specific amounts up to \$50,000 to support half the costs of carrying out intensive feasibility studies on the use and application of innovative techniques to achieve significantly lower unit costs of production in manufacturing and processing industries in Canada.

To be considered for a grant, an applicant should have under development, with reasonably good hope of success, some application of existing technology to the production phase of his operation as distinct from the research stage. If further data on the projected gain 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.

**The Program for Export Market Development** is designed to help increase exports of Canadian goods and services. 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.

Section A, incentives for participation in capital projects abroad, is 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 consists of a number of sponsored promotions designed to meet particular requirements and includes 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 incoming foreign buyers.

**The Fashion Design Assistance Program** assists Canadian apparel, textile, leather and footwear industries to compete internationally by encouraging more creative Canadian design and improved product quality and by building an image of fashion design in Canada that will attract Canadian and foreign buyers. The Designer Development part of the program attempts to expand opportunities for 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