



# RENAISSANCE EASTERN EUROPE

*Bureau of Assistance for Central and Eastern Europe  
Department of External Affairs and International Trade  
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## OBJECTIVE

The Renaissance Eastern Europe Program is a trade and industrial development program which seeks to increase the involvement of Canadian companies in the markets of Eastern Europe and the former Soviet Union. The REE program is funded by the Bureau of Assistance for Central and Eastern Europe which is responsible for delivering Canada's technical assistance program to the countries of the region. The REE program was developed to help fulfil the Bureau's mandate to facilitate the movement towards free market economies in the countries of Eastern Europe and the Former Soviet Union.

The program considers the changed and changing market circumstances in this unique region and the local need for models of successful private enterprise. The program recognizes the obstacles of geography and traditional trading links that Canadian firms encounter when doing business in the region. Renaissance Eastern Europe will share certain business development costs associated with market penetration through new long-term business cooperation arrangements e.g. joint ventures, wholly owned subsidiaries, production sharing, etc.

There are two fundamental objectives; 1) increased trade with the region which should follow from increased familiarity and cooperation with the Canadian private sector, and 2) the transfer of technology, expertise, and investment which will facilitate the development of free market enterprises in the target countries.

Eligible markets include the Russian Federation, Ukraine, Belarus, Moldova, Armenia, Azerbaijan, Georgia, Kazakhstan,

Uzbekistan, Tajikistan, Turkmenistan, Kyrgyzstan, Lithuania, Latvia, Estonia, Poland, the Czech Republic, Slovakia, Hungary, Romania, Albania, Bulgaria, Lithuania, Latvia, Estonia and Slovenia. All exchanges between the Department and eligible applicants will be treated as commercially confidential and privileged information.

## ASSISTANCE AVAILABLE

The program is not a duplication of PEMD(\*) but supplements this marketing support program in certain respects. There must be a commercial business objective to the cost-shared activities and, an approved project is one that demonstrates convincingly that there are future trade and industrial development benefits for Canada. At the same time there must be evidence of benefit to the target market consistent with the objectives of the development of a market economy and the modernization of domestic industry and agriculture. Projects for funding can be proposed by the Canadian private sector or will be initiated by Government.

## PRIVATE SECTOR PROPOSALS INCLUDE:

- venture-specific front-end studies
- enterprise-specific training.

## GOVERNMENT PROPOSALS INCLUDE:

- support for newly established, representative and viable bilateral business councils
- increased business information programs and seminars

\* **Program for Export Market Development** (Federal Government's export trade development support.)  
Hotline service 1-800-267-8376.

- incremental funding for the trade fairs and missions program.

## ELIGIBILITY

Applicants for support under Renaissance Eastern Europe must qualify under one of the following categories:

- an incorporated business
- an independent firm of professionals, such as architects or engineers
- a private sector non-sales trade association
- a profit-oriented Crown Corporation, Crown-owned company or provincial/municipal agency.

All program participants must be judged capable to fulfil the program's objectives and engage in follow-up business activity. Incorporated businesses and firms of professionals must:

- be established and operating in Canada for at least three years and have annual sales exceeding \$1 million;
- have satisfactory marketing and managerial capabilities;
- be financially able to successfully complete the project (positive working capital and tangible net worth);
- have an exportable product or service that meets Canadian content criteria of 60 per cent;
- be registered (or in the process of registering) with External Affairs and International Trade Canada's World Information