

# PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD is the department's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets.

## *Industry-Initiated Activities*

PEMD funds up to 50 per cent of eligible expenses and must be requested in advance. A portion must be repaid if the activity generates export sales. Funded activities include:

- participation in recognized trade fairs and visits to identified markets outside Canada
- visits by foreign buyers and foreign sales agents to Canada
- project bidding, or proposal preparation at the pre-contractual stage
- establishing permanent sales offices abroad
- participation in trade fairs, seminars, et cetera, by non-profit industry associations on behalf of their member companies
- innovative marketing initiatives which do not fall under the above.

Over ▷

