

Program for Export Market Development

The Program for Export Market Development (PEMD) is the major trade promotion program of the Department of External Affairs. PEMD helps Canadian businesses to participate in or undertake various types of export promotion activities.

Assistance is given by sharing costs, and therefore the risk, that a business would not, or could not, normally undertake on its own. PEMD facilitates export sales by assisting with trade missions, trade fairs, bidding on specific foreign projects, and establishing export consortia and permanent sales offices in existing export markets.

PEMD offers assistance for both government-initiated and industry-initiated activities. For activities initiated by industry, as opposed to government, the assistance provided is repayable if export sales result.

For information on PEMD, contact the local office of IS&T or phone the Department of External Affairs, Info Export: 1-800-267-8376.