

PROGRAM FOR EXPORT MARKET DEVELOPMENT

The Program for Export Market Development (PEMD) is the government's primary international business development program. The program provides conditionally repayable assistance towards costs incurred by an exporting company in the implementation of its international marketing plan.

The principal element of the program, Market Development Strategies (MDS), provides assistance on the basis of a company's market-targeted, multi-activity, one year international marketing plan. MDS recognizes the need for longer market planning horizons in an increasingly competitive international marketplace. Accordingly, instead of individual approval of projects as in the past, MDS will now give prior approval for a package of support for visits, trade fairs, and other activities under the umbrella of a company's one year marketing plan. New eligible activity costs, which are shared on a 50/50 basis, include product testing for market certification, legal fees for marketing agreements abroad, transportation costs for off-shore company trainees, product demonstration costs and other costs necessary to execute the marketing plan.

The PEMD contribution is a minimum of \$5,000 and a maximum of \$35,000. Preference is given to companies with annual sales greater than \$250,000 and less than \$50 million.