

**Program Objective:** The program's main objective is to stimulate economic growth in Canada by increasing export sales. PEMD accomplishes this by sharing with Canadian businesses the costs, and therefore the risk, of export marketing activities that a business would not, or could not, normally undertake on its own. PEMD encourages Canadian businesses that have not previously exported to become involved. It also encourages existing Canadian exporters to enter new geographic and product markets.

**Assistance Available:** PEMD focuses on certain types of trade promotion and export-marketing activities. Specifically, it aims to facilitate export sales through visits, trade missions and 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- and industry-initiated activities. PEMD assistance depends on the availability of funds.

All PEMD activities must be commercially oriented — focusing on generating sales. For those activities that are initiated by industry, as opposed to government, the assistance provided is repayable if export sales result.

PEMD offers applicants the flexibility to enter into agreements with the Canadian government to undertake marketing programs made up of a combination of activities eligible under the regular program for a period of up to two years. It is aimed at medium-sized manufacturers with some experience in exporting.

More information on PEMD is available from InfoExport or the regional offices of ISTC (see Chapter V).

## Publicity

*CanadExport*, a bi-weekly newsletter published in English and French, promotes Canadian exports abroad. It features a variety of articles and reports on export opportunities, trade successes, government services to industry, international market conditions and tenders, industrial development and joint industry-government trade promotion activities. Articles also appear regularly on fairs and missions organized abroad by EAITC under its Fairs and Missions Program, major fairs worldwide and on multilaterally funded capital projects overseas that offer export opportunities for Canadian suppliers of goods and services.