

FOREWORD

This handbook provides an overview of PEMD, the Program for Export Market Development, which is the cornerstone of the federal government's export trade development support. The program is managed by the Export and Investment Programs Division (TPE) of External Affairs and International Trade Canada (EAITC) and jointly implemented with Industry, Science and Technology Canada (ISTC). The program offers neither a grant nor a loan, but rather a repayable contribution, which is repayable upon success of the venture.

Since its inception in 1971, the program has assisted over 24,000 Canadian businesses in marketing their products and services abroad, with sales stemming from PEMD-supported activities exceeding \$10.3 billion.

PEMD offers assistance to Canadian businesses which are export-ready and capable of undertaking sustained export activities. The program enables companies to participate in a wide variety of export promotion activities. It covers projects initiated by industry and is designed to share the risk of international market development.

Before preparing and submitting an application for consideration, applicants should ensure that adequate information has been obtained on the target market. Organizations are strongly urged to contact or visit their nearest International Trade Centre (ITC) - see the last section of this publication for addresses - to review their intended project, and to consider whether a market opportunity exists for their product or service. A Trade Commissioner or other appropriate specialist will discuss the merits of the proposal, inform and guide the applicant through the program's eligibility criteria, and provide advice regarding reporting and repayment schedules specific to the proposed initiative.

This booklet is intended to serve only as a general guide and is subject to change. Final decisions regarding eligibility and interpretation of criteria rest with the officials responsible for administration of the program.

Date of Issue - June 1992