

- a list of products and services that you wish to promote during the visit, including percentage of Canadian content.
- your company's promotional brochure, and any product literature pertinent to the visit.
- a summary of how this activity relates to your overall marketing plan, and a sales projection for the results of the visit for the next three years.
- a list of export marketing activities undertaken by your company in the past year.

PROJECT BIDDING

The eligibility criteria for Project Bidding applicants, and the eligible PEMD contribution, are outlined below:

Eligibility Criteria

Your business is considered eligible for assistance if it is an **export-ready** (see page 6):

- incorporated business
- firm of professionals

There must be international competition for the project (except in state-controlled markets). The project must also be substantially larger and riskier than one you would undertake without PEMD assistance.

No assistance can be provided if there is Canadian competition for the project.

PEMD Contribution

The PEMD contribution to your project bidding is:

- 50% of:
 - return economy international airfare
 - fees for consultants (limited to 25% of the total PEMD contribution)
 - legal and translation costs
 - freight, shipping, and courier costs
 - costs of obtaining bid or performance bonds
 - the purchase of bid or tender documents
 - printing, computer and word processing costs;
- a per diem allowance of \$100 in Canada and \$150 outside Canada for professional-level employees working on bid preparation.

Applicants are responsible for all other costs.