

The selection of trade fairs is based on the track record of the event; the degree of international competitiveness of Canadian producers of such products; the level of potential demand for the products in the fair's market area; the expected cost-benefit ratio of sales per dollar invested; and the priority attached to the fair's target markets and the products being promoted. Trade fairs include participation in a national stand at an organized trade fair, solo show organized by the department, information booths, in-store promotions or catalogue shows. Since April 1, 1986, companies can receive financial assistance for the same event on three separate occasions.

**Industry-Initiated Activities.** For industry-initiated activities, the government contribution will continue to be repayable if sales result. Each company can apply four times per year.

**Trade Fairs.** If there is a national stand at a foreign trade fair, companies can apply for funding to participate independently only if they were not invited to participate at the national stand or if the national stand is fully subscribed to at the time of the application.

**Visits.** Funding may be supplied for companies to visit potential agents, distributors and clients to identify markets; to attend symposia or conferences (where significant potential exists to market their products) in a foreign country; and to sponsor the visit of foreign buyers to Canada or another approved location (installation, trade fair, etc.) to facilitate the sale of Canadian products.

**Project Bidding.** PEMD support for project bidding or proposal preparation at the pre-contractual stage of a project is designed to assist Canadian firms in bidding for specific projects outside Canada involving international competition/formal bidding procedures. It covers the supply of Canadian goods and services for major capital projects, including consulting services, engineering, construction and equipment. There must be international competition for the project (except in state-controlled markets). The project must also be substantially larger and riskier than one the applicant would undertake without PEMD assistance, yet must have a reasonable probability of success. No assistance can be provided if there is Canadian competition for the project.