

1. GOVERNMENT-INITIATED ACTIVITIES

Government-initiated activities that are covered by PEMD are organized by the Department of External Affairs (DEA), and are planned up to 18 months in advance. Events are chosen after extensive consultation with industry, Canadian Trade Commissioners abroad, and the Provinces. Businesses are invited to participate in these events by the government.

There are two types of government-initiated activities — trade missions and trade fairs.

TRADE MISSIONS

Trade missions seek to promote the sale of Canadian goods and services abroad, and gather market intelligence for Canada's industrial sectors.

PEMD assistance covers both trade missions abroad and foreign business and government officials' trips to Canada or to another approved location. The types of missions covered by PEMD include:

- ministerial missions;
- missions organized on behalf of the federal government, by an association, or by the private sector;
- federally sponsored seminars; and
- economic and industrial co-operation missions.

The eligibility criteria for participants in trade missions, 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
- national non-profit, non-sales trade organization or association

PEMD Contribution

The PEMD contribution to your participation in a trade mission is:

For all missions:

- management/administration
- official hospitality
- 100% return economy airfare
- local transportation