

Program for Export Market Development

The Program for Export Market Development (PEMD) is External Affairs and International Trade Canada's principal export promotion program. The program supports a variety of activities to help Canadian companies expand into export markets.

PEMD funds up to 50 per cent of eligible expenses; funding must be requested in advance. A portion must be repaid if the activity generates export sales.

Funded activities include:

- participation in recognized trade fairs and visits to identify markets outside Canada;
- visits by foreign buyers and foreign sales agents to Canada;
- project bidding, or proposal preparation at the precontractual stage;
- establishment of permanent sales offices abroad;
- participation in trade fairs, seminars, etc. by non-profit industry associations on behalf of their member companies; and
- innovative marketing initiatives which do not fall under the above categories.

To apply or obtain further information, contact the nearest International Trade Centre (see "Useful Addresses in Canada").