



Federal Trade Promotion Programs

Program for Export Market Development (PEMD)

The major objective of PEMD is to increase export sales of Canadian goods and services. The program accomplishes this by sharing the costs of activities that companies normally could not, or would not, undertake alone. This reduces the risks firms face in penetrating a foreign market.

Through refundable contributions, PEMD covers up to 50 per cent of participation costs in commercially oriented trade promotion activities. ITCs are responsible for approving the following industry-initiated activities:

- participation in recognized fairs outside Canada;
- visits outside Canada to identify markets as well as visits of foreign buyers/sales agents to Canada; and
- marketing agreements aimed at medium-sized companies experienced in exporting.

In addition, ITCs can provide information and referral for companies interested in PEMD support for other industry-initiated activities, including:

- project bidding for specific projects outside Canada;
- special programs for non-profit, non-sales organizations, marketing boards and agencies (for the benefit of their members);
- innovative marketing projects; and
- establishment of permanent sales offices abroad;