

## **PEMD Contribution**

The PEMD contribution to a marketing agreement is 50 per cent of the eligible costs for the individual marketing activities involved.

The minimum PEMD contribution per application is \$1,000.

The maximum contribution per applicant per government fiscal year for Visits, Trade Fairs and Marketing Agreements is \$100,000.

## **Capital Project Bidding**

PEMD support for capital project bidding or proposal preparation at the pre-contractual stage is designed to assist Canadian firms in bidding for major capital projects outside Canada, either involving international competition or formal bidding procedures, or being undertaken in countries with centrally planned or transitional economies. The bids are for the supply of Canadian goods and services such as engineering, construction, architecture and management consulting.

Preference will be given to applicants with annual sales **greater than \$1.0 million**.

Assessment of an application takes into consideration whether the bid is substantially larger and involves more risk than one that the firm would or could normally undertake. Also considered is whether the bid has a reasonable probability of success.

The applicant must clearly demonstrate the capability to undertake the project.

Assistance cannot be provided when more than one Canadian firm competes for the same contract, or for standard bid preparation for general supply of "off-the-shelf" product to traditional purchasers.

The bid value to the applicant must be greater than \$1.0 million.

In cases involving ad hoc consortia, each member firm's individual application is evaluated against program eligibility criteria.

A subcontractor bidding to a Canadian or foreign prime contractor on a foreign project may be eligible for PEMD assistance if one or more of the following conditions apply:

- ◆ travel outside Canada is required to negotiate directly with the foreign client or the client's agent, or to obtain information necessary to prepare the bid;
- ◆ the prime contractor has requested, or intends to request, foreign bids;
- ◆ the products or services provided to the prime contractor are an essential part of the export package; or
- ◆ follow-up services must be provided outside Canada by the subcontractor.

The subcontractor is ineligible if responsibility ends with delivery of supplies in Canada to the Canadian prime contractor.