

GOVERNMENT-PLANNED ACTIVITIES

Government-planned activities covered by PEMD are organized by External Affairs and International Trade Canada and are planned up to 18 months in advance. Events are chosen after extensive consultation with industry, Canadian trade commissioners abroad, other departments, and the provinces. Businesses are invited to participate in these events. The department tries to provide as much lead time as possible to enable potential participants to prepare for the event.

There are two types of government-planned 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 outgoing trade missions and trips by foreign business executives and government officials to Canada or to other approved locations. 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;
- economic and industrial co-operation missions.

PEMD Contribution

PEMD participates in trade missions by contributing:

- management/administration of the activity;
- official hospitality;
- 100 per cent airfares and domestic transportation abroad.

In addition, the participants of incoming missions receive per diem living allowances (hotel, meals and incidentals).

Participants are required to pay all other costs. In addition, participants of outgoing missions may be required to pay a fee to help defray expenses.