

# Market Development Strategies

## **POINT OF CONTACT**

Your nearest International Trade Centre, listed in the annex of this handbook.

The key element of PEMD, Market Development Strategies (MDS), recognizes the need for longer market planning horizons in an increasingly competitive international marketplace.

Instead of individual approval of a series of projects, MDS will approve a package of support for visits, trade fairs and marketing support initiatives, based on the company's one- to two-year international marketing plan.

This process reduces the administrative burden on companies, making it more streamlined and effective. MDS brings the regional International Trade Centres and trade officers in missions abroad in closer touch with their clients and enables more focussed and comprehensive applications while funding a greater range of activities.

MDS recognizes the differing and unique needs of the manufacturing, services and advanced technologies sectors and is designed to support those sectors in the realization of their export goals.

## **CONTRIBUTION LIMITS**

- The PEMD annual contribution per application is a minimum of \$5 000 and a maximum of \$50 000.
- Companies are limited to one approved application in an April 1 to March 31 fiscal year, and one per target market. In the case of the United States up to three applications, each for a separate and distinct region, may be approved.

## **COMPANY ELIGIBILITY**

Preference will be given to companies with annual sales greater than \$250 000 and less than \$10 million, and/or with less than 100 employees for a firm in the manufacturing sector and 50 in the service industry.

Eligible companies must:

- be incorporated (federally or provincially), or an unincorporated firm of professionals, such as architects or engineers;