

Financial information and assistance

Program for Export Market Development (PEMD)

NOTE: For information on PEMD assistance programs contact the Department of External Affairs' Export Programs Division at (613) 996-8708 or your DRIE regional office. (See page 10 for list.)

The Program for Export Market Development (PEMD) is a financial assistance program of the Department of External Affairs designed to help incorporated Canadian companies to develop and increase their export activities by sharing the costs of specific export marketing activities. It is geared to encourage businesses that have not previously exported to begin and to encourage established exporters to expand their activities in new markets. Administered and delivered jointly by the Department of External Affairs and DRIE, the Program for Export Market Development operates in a number of ways, each designed to meet up to 50 per cent of the costs of specific circumstances that exporters may encounter while developing or expanding export markets.

PEMD can help Canadian exporters in a number of export business activities including the following:

- *Specific project bidding.* Sharing of costs to bid on specific projects outside Canada.
- *Market visits.* Assistance to visit potential new markets, or to bring foreign buyers to Canada.

- *Participation in trade fairs abroad.* Assistance to participate in foreign trade shows.
- *Export consortia.* Assistance to Canadian companies to develop joint export sales through the formation of permanent export consortia.
- *Sustained export market development.* Assistance to Canadian exporters to establish on-site facilities in foreign markets (outside North America).

As well as the above activities which are basically industry-driven, the Department of External Affairs also initiates trade fair and mission activities under PEMD, which shares with companies the cost of participating in national stands at trade exhibits outside Canada, sponsors outgoing trade missions of Canadian business persons to identify market opportunities abroad, and hosts incoming missions to Canada of foreign business and government officials who can influence export sales. If you are interested in participating in these government-sponsored initiatives, make your interest known to the DRIE regional office (trade) and/or to the Department of External Affairs' geographic trade division responsible for the territory of your interest. Call 1-800-267-8376 at the Department of External Affairs where you will be directed to the proper geographic division.

Export Development Corporation
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Ottawa, Ontario K1P 5T9
Tel: (613) 598-2500

The Export Development Corporation (EDC) is a federally owned corporation that insures and finances export sales by Canadian companies.

The corporation provides credit insurance, surety and performance guarantees for Canadian exporters and loans and loan guarantees for foreign purchasers of Canadian goods and services. For further information, contact the nearest EDC office at Halifax, Nova Scotia, (902) 429-0426; Montreal, Quebec, (514) 878-1881; Ottawa, Ontario, (613) 598-2992; Toronto, Ontario, (416) 364-0135; London, Ontario, (519) 679-6523; Winnipeg, Manitoba, (204) 943-3938; Calgary, Alberta, (403) 294-0928; or Vancouver, British Columbia, (604) 688-8658.

Canadian International Development Agency

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The Canadian International Development Agency (CIDA) operates Canada's program of official international development assistance in some 100 countries. Together with other bilateral projects, CIDA's Business Co-operation Program helps Canadian exporters to penetrate new markets in developing countries by supporting Canadian firms seeking opportunities for investment, joint ventures and transfers of proven technology in the expanding markets of Asia, Latin America, the Caribbean and Africa.