

EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA

EXPORT AND INVESTMENT PROGRAMS DIVISION

PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

The Program for Export Market Development (PEMD) is the cornerstone business program of External Affairs and International Trade Canada.

PEMD's objective is to improve Canada's international trade performance and, at the same time, stimulate the Canadian economy through increased production and employment. In keeping with the government's industrial and international market strategies, PEMD shares the risk with Canadian business to undertake new export activities that they could not, or would not, normally undertake on their own.

PEMD offers recoverable financial assistance to Canadian businesses that wish to participate in, or undertake, various types of international trade promotion and export activities. The Program covers projects initiated by industry, as well as projects planned by government that business participates in by invitation. PEMD is targeted at small-to-medium size Canadian companies (revenues of \$250,000 to \$50 million).

Assistance is available for the following export marketing activities.

Industry Initiated

- Participation in recognized trade fairs outside Canada.
- Visits outside Canada to identify markets, and visits of foreign buyers to Canada or to another approved location.
- Marketing Agreements to undertake a combination of the above activities.
- Project bidding, or proposal preparation, at the pre-contractual stage, for specific projects outside Canada involving international competition and formal bidding procedures. Covers the supply of Canadian goods and services for major capital projects including consulting services, engineering, construction and equipment.
- Special activities for non-sales trade associations for the benefit of their members. Activities may include participation in trade fairs, visits, technical trials, product demonstrations, seminars and training, and commodity promotion. Activities must be incremental to those the association would normally undertake in any case.