

## *The New PEMD*

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### *Risk-sharing partnership*

After two decades, the popular Program for Export Market Development (PEMD) has been substantially revised and streamlined, making it easier for businesses to apply to the Canadian Government for export-related marketing assistance.

PEMD is a financial risk-sharing program which also includes both access to information on international markets and services in facilitating export links.

Through a partnership-like relationship between government and business, the revised program encourages a long-term focus on target markets with built-in flexibility to respond to changing market conditions.

### **GOAL AND OBJECTIVE**

The overall goal of the PEMD program is to increase Canadian prosperity and competitiveness in the international marketplace.

Specifically, the PEMD objective is to increase export sales of Canadian goods and services by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing risks involved in entering a foreign market.

### **STRUCTURE**

The PEMD program has been restructured into four major elements: a new Market Development Strategies (MDS), Small or New-to-Exporting Companies, Capital Projects Bidding and Special Activities.

The new MDS element has absorbed five previous PEMD elements\* under its umbrella and added new options