

PEMD, the Program for Export Market Development, is a trade promotion program of the Department of External Affairs. PEMD offers assistance to Canadian businesses to participate in or undertake various types of export promotion activities. PEMD covers projects initiated by both industry and government, and is designed to assist companies regardless of size.

This Handbook

This handbook provides information on the types of assistance available through PEMD; the activities eligible under the Program; and the eligibility criteria for participants, applicants, and activities. The handbook also provides information on how to complete application forms, and how to facilitate the processing of applications and claims for payment. A list of export-related publications and addresses from which to obtain further information is also included.

Program Objective

The Program's main objective is to stimulate economic growth in Canada by increasing export sales. PEMD accomplishes this by sharing with Canadian businesses the costs, and therefore the risk, of export marketing activities that a business would not, or could not, normally undertake on its own. PEMD encourages Canadian businesses that have not previously been involved in exporting to become exporters. PEMD also encourages existing Canadian exporters to enter new geographic and product markets.

Kinds Of Assistance Available

PEMD focuses on certain types of trade promotion and export marketing activities. Specifically, the Program aims to facilitate export sales through visits, trade missions and trade fairs, bidding on specific foreign projects, and establishing export consortia and permanent sales offices in existing export markets. PEMD offers assistance for both government-initiated and industry-initiated activities.

All PEMD activities must be commercially oriented; that is, they must focus on generating sales. For those activities that are initiated by industry, as opposed to government, the assistance provided is repayable if export sales result.

PEMD assistance is dependent upon availability of funds.