

# Other Administrative Requirements

## **APPLICATION PROCEDURES**

Before submitting a PEMD application for consideration, companies are strongly advised to obtain adequate information on their target market. A Trade Commissioner or other specialist with the Canadian Government Embassy or Consulate in the target market can provide current information and advice on the merits of the proposal from the market viewpoint. A Directory of the Canadian Trade Commissioner Service is available from the International Trade Centres, or from DFAIT's InfoCentre. Companies should also contact or visit their nearest International Trade Centre to discuss their proposal before actually submitting an application.

## **HOW APPLICATIONS ARE PROCESSED**

Completed applications are assigned to a project officer who evaluates the proposal/marketing plan against the eligibility criteria and the program principles such as incrementality and market focus. The project officer will also obtain comments on the activity, market or other relevant considerations from missions abroad and other federal and provincial departments, as applicable.

Applicants will be notified, as soon as possible, of the results or, in the case of an incomplete application, any additional information requirements.

Companies cannot presume support until written approval is obtained through the signed legal agreement.

No verbal assurances of approval can be provided at any time.

## **LEGAL AGREEMENT**

Each approved PEMD application will have a legal agreement signed by the applicant company and the Government of Canada which will specify the assisted activities, the activity period with the effective and expiry dates, the eligible costs, the target market, the revenue/sales reporting requirements, the term of repayment and other conditions.

If a company has separate legal agreements covering the same target market area, all revenue/sales in that area must be reported with respect to each legal agreement and repayment made accordingly.