

Visits

PEMD funding is available for Canadian businesses intending to:

- ◆ visit potential agents, distributors and clients to identify markets;
- ◆ attend symposia or conferences (at which significant potential exists to market their products) in a foreign country;
- ◆ sponsor the visit of foreign buyers to Canada, or to another approved location (installation, trade fair, etc.) to facilitate the sale of Canadian products;
- ◆ bring their firm's foreign sales agents to Canada for purposes of training.

Preference will be given to proposals from companies with annual sales **greater than \$250,000 and less than \$50 million.**

Applicants with total annual sales greater than \$10 million are not eligible to receive assistance for a visit to or from the United States.

PEMD Contribution

The PEMD contribution is 100 per cent of the return economy airfare (or equivalent), for not more than two company representatives for outgoing visits or not more than two incoming potential buyers or foreign sales agents.

Applicants are responsible for all other costs.

The minimum PEMD contribution per application is \$1,000.

The maximum contribution per applicant per government fiscal year for Visits, Trade Fairs and Marketing Agreements is \$100,000.

Marketing Agreements

PEMD applicants who plan to focus their efforts on a single geographic target market may enter into a marketing agreement. This is not a new PEMD activity but a method of packaging PEMD assistance over a one to two-year period. Only Trade Fair and Visit activities are eligible for cost-sharing under a marketing agreement. These agreements are most suitable for medium-sized experienced exporters.

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