in a national stand at an organized trade fair or in a solo show organized by the department, information booths, in-store promotions or catalogue shows. Since April 1, 1986, a company can receive financial assistance to participate in the same event on three separate occasions.

Industry-Initiated Activities. The contribution by the government for industry-initiated activities continues to be repayable if sales result. Each company may apply four times per year.

Trade Fairs. Companies may apply for funding to participate independently at a foreign trade fair where there is a national stand only if they were not invited to participate at the national stand or if the national stand has been fully subscribed by the time of application.

Visits. Funding may be supplied for companies to visit potential agents, distributors and clients to identify markets; attend symposia or conferences (where significant potential exists to market their products) in a foreign country; and/or sponsor the visit of foreign buyers to Canada or another approved location (installation, trade fair, etc.) to further the sale of Canadian products.

Project Bidding. PEMD support for project bidding or proposal preparation at the pre-contractual stage of a project is designed to assist Canadian firms in bidding for specific projects outside Canada involving international competition/formal bidding procedures. The support covers the supply of Canadian goods and services for major capital projects including consulting services, engineering, construction and equipment. There must be international competition for the project (except in state-controlled markets). The project must also be substantially larger and riskier than one the applicant would undertake without PEMD assistance, yet it must have a reasonable probability of success. No assistance will be provided if there is Canadian competition for the project.

Sales Offices Abroad. This program is designed to enable exporters currently active in an export market to more fully exploit that market through a sustained marketing effort. Establishment of a permanent sales office abroad must represent part of the company's overall marketing effort and demonstrate a long-term commitment to the target market. Trading houses must show evidence of long-term exporting commitment to specific Canadian products. The company must already be selling in the target market through methods other than sales offices.