

## **Special Activities**

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Special activities assistance is intended for private-sector, non-sales trade associations/organizations. Activities undertaken by these organizations must be for the benefit of their members and may include participation in foreign trade fairs, visits (incoming and outgoing), technical trials, product demonstrations, seminars and training, commodity promotions, etc. As with other industry-initiated activities, the focus of the projects must be on development or increase of sales of Canadian goods or services in foreign markets.

### **PEMD Contribution**

The PEMD contribution to a special activity is:

- per diem allowances of \$100 in Canada, and \$150 outside Canada, for officers of the organization, and for incoming visitors;
- 50 per cent of the return economy international airfare (or equivalent);
- 50 per cent of the following costs applicable to the proposal:
  - consultants' fees to undertake studies or provide technical services;
  - legal, translation and interpretation services;
  - technical trials and demonstrations of products;
  - advertising and promotional materials, sales aids, and printed matter designed for export promotion activities;
  - design, material and construction costs relating to the production of exhibits for trade fairs or exhibitions, as well as operating costs such as space rental, hydro, set-up and dismantling;
  - seminar and training costs, such as room rental, audio-visual aids, printed matter, simultaneous translation and honorariums;
  - transportation costs for shipment of display products, exhibits and promotional material;
  - other costs that may have a direct bearing on the success of the activity, excluding hospitality, entertainment and items that could lead to countervail actions.

The applicant is responsible for all other costs.

The PEMD contribution is non-repayable.

A maximum of \$125 000 per activity and two activity approvals per government fiscal year are allowed.