

**NEW
ELIGIBLE
COSTS**

Plus new items such as costs for:

- product testing by foreign standards agencies for market certification;
- legal fees for marketing agreements abroad;
- labelling/label compliance;
- return economy international airfare or equivalent transportation costs to Canada for offshore company trainees;
- product demonstration costs;
- production of a video, literature or brochure specifically designed for a target market.

Applicants are responsible for all other costs.

Flexibility

Modifications to the agreement are acceptable providing they respect the original purpose of the agreement and are requested and approved in writing before being undertaken. This includes changes to the original marketing plan to respond to changing market conditions.

**INELIGIBLE
COSTS**

PEMD will not cover:

- the cost of goods (including samples);
- normal cost of transportation of goods to the target market except for trade fair participation or product demonstration;
- the cost of translation in either official language of Canada;
- salaries and commissions;
- preparation cost of the international marketing plan;
- entertainment and hospitality costs;
- accommodation and meals;
- VAT (as applied by foreign governments);
- GST.

CLAIMS

Claims for reimbursement are to be submitted at a minimum of every six months from the effective date of the application.