

- Do you consider your project eligible according to the criteria outlined on page 6 of this handbook? If not, the project will likely be considered ineligible.

If your business and your proposed export promotion activity appear to be eligible, proceed with the following instructions for the type of assistance you are seeking and complete the appropriate PEMD application form. Two forms are provided for easy use:

1. **PEMD Application for Trade Fairs & Visits.**
2. **PEMD Application for Project Bidding; Establishment of Export Consortia; Establishment of Permanent Sales Offices Abroad; and Special Activities — Food, Agriculture & Fish.**

Additional copies of these two forms are available from your nearest DRIE regional office.

Canadian Trade Commissioners around the world can be of assistance to you. It is strongly advised that they be contacted whenever you are pursuing export marketing activities to determine the suitability of the market for your products/services. See the publication "Canadian Trade Representation Abroad" for a list of posts.

## **TRADE FAIRS**

The eligibility criteria for Trade Fairs applicants, and the eligible PEMD contribution, are outlined below:

### ***Eligibility Criteria***

Your business is considered eligible for assistance if it is an export-ready (see page 6):

- incorporated business
- firm of professionals

### ***PEMD Contribution***

The PEMD contribution to your participation in a trade fair is:

- 50% of:
  - return economy airfare
  - space rental
  - stand construction
  - display transportation, erection, dismantling
  - promotional material (maximum of \$2,500)
  - stand operating costs
  - return by ocean freight of goods not sold (maximum of \$5,000)