

GENERAL INFORMATION

Program Objective

PEMD's main objective is to increase export sales of Canadian goods and services. The program accomplishes this by sharing the costs of activities that companies normally could not, or would not, undertake alone, thereby reducing the risks involved in entering a foreign market. PEMD encourages Canadian companies not previously involved in exporting to become exporters and encourages Canadian exporters to enter new geographic markets and to introduce new products to existing markets.

Types of Assistance Available

The program offers Canadian businesses the financial assistance necessary to undertake or participate in various types of trade promotion activities. All activities must be commercial in nature; that is, they must focus on generating export sales. Activities are categorized as either industry-initiated or government-planned.

Industry-initiated activities include:

- participation in recognized **trade fairs** outside Canada;
- **visits** outside Canada to identify markets;
- **visits** by foreign buyers or foreign sales agents to Canada, or to another approved location;
- **marketing agreements** (marketing campaigns consisting of a number of trade fairs and visits directed toward a single target market) for medium-sized companies experienced in exporting;
- **innovative marketing** activities not covered by one of the above elements;
- **project bidding** for specific projects outside Canada involving international competition/formal bidding procedures;
- the **establishment of permanent sales offices abroad** to undertake sustained marketing efforts in an area where the applicant is currently active;
- **special activities** undertaken by private-sector, non-sales trade associations/organizations for the benefit of their members.

Government-planned activities include:

- **trade missions** to markets outside Canada, and for foreign business persons and government officials coming to Canada or to trade shows where Canadian business participation is substantial;
- **trade fairs** abroad.