

*Together we can
crack tough markets.
And win.*

Success in today's and tomorrow's competitive international marketplace depends on innovation, quality and performance—and on a spirit of partnership, risk-sharing, commitment and flexibility. PEMD provides the foundation to build this partnership.

The Program for Export Market Development (PEMD) is managed by the Export and Investment Programs Division (TPE) of External Affairs and International Trade Canada (EAITC) and jointly implemented with Industry, Science and Technology Canada (ISTC).

Applicants must be registered in EAITC's World Information Network (WIN) or ISTC's Business Opportunities Sourcing System (BOSS) to be eligible. Applications for registration in these data bases are available in International Trade Centres across Canada.

Before submitting a PEMD application for consideration, companies are strongly advised to obtain adequate information on their target market. A Trade Commissioner or other specialist with the Canadian Government Embassy or Consulate in the target market can provide current information and advice on the merits of the proposal from the market viewpoint. Companies should also contact or visit their nearest International Trade Centre (see the Annex for addresses) to jointly review their proposal.

*This booklet is intended to serve only as a general guide
and is subject to change.*

*Final decisions regarding eligibility and interpretation of criteria
rest with officials responsible for delivery of the program.*

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