



by missions abroad are not eligible for additional PEMD assistance.

7. Activities undertaken by **trading houses** must be oriented toward a specific geographic area, and must concern the marketing of specific products or services. For member trading houses of the Council of Canadian Trading Houses this includes products listed in the CCTH Directory. For other applicants, the products must be covered in agency agreements. All applicants must have control over the products or services for the same period and market as covered by the PEMD legal agreement.
8. Activities involving the development of export markets for **used equipment** are not eligible unless the equipment is reconditioned and it can be demonstrated that the reconditioning includes substantial Canadian content.
9. **Applications** must be submitted at least four weeks prior to the planned activity to ensure adequate processing time. All efforts will be made to shorten the processing time, but companies cannot presume support until written approval is obtained through the legal agreement.
10. Applicants for PEMD industry-initiated assistance are **limited** to a maximum of:
 - four approvals per government fiscal year;

OR

 - one marketing agreement covering a one- or two-year period.