

- Foreign investment insurance, providing political risk protection for new Canadian investments abroad.
- Export financing, providing medium- and long-term export financing to foreign buyers of Canadian goods and services.

How to Apply

Start by calling EDC to discuss your project. It is important that you communicate with EDC at the earliest stages of the export transaction. Initial contact may be made through EDC regional offices (see Chapter VI). This may be followed by involvement with specialists at the head office in Ottawa, depending upon the technical and financial complexity of the project.

Program For Export Market Development

The Program for Export Market Development (PEMD) helps incorporated Canadian businesses, professional firms and national non-profit organizations to develop, increase and sustain their international activities by sharing with them the costs of specific export marketing efforts. PEMD may provide up to 50 percent of the costs incurred by a company in its development of new markets. These contributions are repayable if sales are made to that market within a certain period of time as a result of the PEMD-supported activity.

There are several elements of the program, each designed to meet a specific circumstance in the development or expansion of an export market.

Market Development Strategies

Market Development Strategies (MDS) recognizes the need for longer market planning horizons in an increasingly competitive international marketplace. MDS will provide financial support for a package of marketing initiatives based on a company's marketing plan. Eligible activities include:

- the costs of participation at trade fairs;
- target market visits;
- foreign buyer visits;
- product testing by foreign standards agencies;
- legal fees for marketing agreements abroad;
- transportation costs to Canada for overseas trainees; and
- production of a video, literature or brochure specifically designed for a target market.