

## **Market development funding**

You may be able to get financial help to support your entry into a developing market. There are various programs and agencies that provide such services.

### **Program for Export Market Development (PEMD)**

This program helps companies with annual sales between \$250,000 and \$10 million. You'll share eligible costs on a fifty-fifty basis and the repayable amount is based on your export success. You can reach the PEMD through your local International Trade Centre, or directly at [www.dfait-maeci.gc.ca/pemd/](http://www.dfait-maeci.gc.ca/pemd/).

### **Regional development agencies**

Agencies such as the Atlantic Canada Opportunities Agency, Western Economic Diversification, CED-Q in Quebec, or Fednor in northern Ontario (part of Industry Canada) may be able to assist you. For a list of these agencies, refer to the "Federal Members" section on page 22.

### **Provincial/territorial governments**

Some provincial and territorial government departments responsible for exporting also provide market development funding. Refer to the "Provincial/Territorial Partners" section on page 24 for a full list of contacts.

## **Obtaining working capital**

What do you do if you've landed a large export order but need more capacity to fill it? This often means obtaining additional working capital. Three institutions may be able to help you.

### **Business Development Bank of Canada (BDC)**

BDC provides flexible financing for the development of international markets, R&D, product modifications, new production equipment or technology. Call 1 877 232-2269 or go to [www.bdc.ca/exporting](http://www.bdc.ca/exporting).