

B. EXPORT SUPPORT AGENCIES AND PROGRAMMES

B.1 PROGRAMME FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD is EAITC's primary export promotion programme. Its objective is to increase export sales of Canadian goods and services. The programme accomplishes this by sharing the costs of activities that companies normally could not, or would not undertake alone, to reduce the risks involved in penetrating a foreign market. PEMD encourages Canadian companies not previously involved in exporting to become exporters. PEMD also encourages existing Canadian exporters to enter new geographic markets and new product markets.

Kinds of Assistance Available

The Programme offers export-ready Canadian businesses financial assistance to undertake or participate in various types of trade promotion activities. All activities must be commercially oriented; that is, they must focus on generating export sales.

These activities fall into two categories, industry-initiated and government-planned:

a) Industry-Initiated Activities:

- participation in recognized trade fairs outside Canada;
- visits outside Canada to identify markets;
- visits of foreign buyers to Canada;
- project bidding for specific projects outside Canada involving international competition/formal bidding procedures;
- the establishment of permanent sales offices abroad (excluding the U.S.) in order to undertake sustained marketing efforts in an area where the applicant is currently active;
- marketing agreements (ie, marketing campaigns comprising a series of trade fairs and visits directed toward a single target market) aimed at medium-sized companies experienced in exporting;
- special activities undertaken by the private sector, non-sales trade associations/organizations for the benefit of their members.

The PEMD programme can be accessed through the International Trade Centres (ITCs) across Canada. Support must be requested in advance of the export activity. A portion of the assistance is repayable if the activity generates export sales.