

## ***PEMD Contribution***

The PEMD contribution to a special activity is:

- per diem allowance of \$100 in Canada and \$150 outside Canada
- 50% to 90% return economy airfare
- 50% to 90% of special costs (consulting, legal, transportation, advertising and promotion, storage and handling, training, product demonstrations, etc.)

The applicant is responsible for all other costs.

A maximum of \$125,000 per project, non repayable, and two project approvals per government fiscal year are allowed.

## ***Completing an Application***

In addition to the information to be completed on the application form, you must provide:

- a detailed description of the project, including objectives, personnel involved, and products and services to be sold.
- a market study that includes a forecast of sales and other commercial benefits likely to result from the activity.
- your organization's qualifications for the activity, and the relationship of the activity to your overall marketing plan. Provide details including number of years in operation; number of full-time staff; export budget; and number of members. (Submit annual report if available.)
- a detailed cost breakdown for the project, for personnel, travel, and special marketing activity costs. Indicate the total eligible PEMD contribution.

## ***WHERE TO SUBMIT YOUR APPLICATION***

To submit an application for PEMD assistance for a Visit or industry-initiated Trade Fair, mail or deliver your completed application form to the nearest DRIE regional office. (A list of DRIE regional offices is included at the back of this handbook.)

For all other types of activities, send your completed PEMD application form to: