

# New-to-Exporting Companies

## **POINT OF CONTACT**

Your nearest International Trade Centre, listed in the annex of this handbook.

PEMD recognizes that a significant number of Canadian businesses do not have substantial active export experience and may even lack a consistent capability to export or to undertake the market research required to develop a focussed international marketing plan. This is generally a result of an insufficient corporate knowledge of exporting or a lack of in-house financial or human resources.

This element of the program will assist such companies, which in the judgement of the International Trade Centres nevertheless warranted assistance for one market visit or trade fair participation to decide if they should develop an export capability, or whether their product or service was exportable to a particular new market.

## **CONTRIBUTION LIMITS**

- The PEMD contribution per application is a maximum of \$7,500.
- Companies are limited to one approved application in an April 1 to March 31 fiscal year, and to an over-all maximum per company of three approvals.
- Each of these three approved applications must be in a different market which is new to the company.

## **COMPANY ELIGIBILITY**

Preference will be given to companies with annual sales greater than \$250,000 and less than \$10 million, and/or with less than 100 employees for a firm in the manufacturing sector and 50 in the service industry.

Eligible companies must:

- be incorporated (federally or provincially), or an unincorporated firm of professionals, such as architects or engineers;
- be currently established and operating in Canada;
- be registered in the Department's World Information Network (WIN Exports), or Industry Canada's Business Opportunities Sourcing System (BOSS). (Registration information for these data bases is available at the International Trade Centres.);
- demonstrate the capability to undertake the activity;
- be financially able to successfully complete the activity;