



Marketing Agreements

PEMD applicants who wish to undertake a concentrated marketing program may enter into a marketing agreement.

This is not a new PEMD activity but a method of packaging PEMD industry-initiated activity assistance over a one- to two-year period. Marketing agreements are most suitable for medium-sized experienced exporters who also meet the applicant eligibility criteria. Only activities already outlined in industry-initiated PEMD are eligible for cost-sharing under a marketing agreement.

This type of agreement is tailored for companies that would utilize the PEMD program to undertake a series of market identification trips and/or trade fair participations.

Visits and trade fair attendance may not qualify if a sales office exists in the geographic target market area.

A marketing agreement must be aimed at a specific geographic area.

PEMD Contribution

The PEMD contribution to a marketing agreement covers the eligible costs as per each specific marketing activity involved ... trade fairs or visits.

Application Requirements

Your completed application form must be accompanied by the following additional information:

1. A marketing plan including:
 - a full description of past and present export activities (years and sales);
 - identification of the target market and reasons for its selection (including suitability, demand for products, competition, etc.);
 - identification of types and scheduling of activities to be undertaken and total estimated costs;
 - a description of products or services to be promoted including their Canadian content;
 - a summary of how this activity relates to the company's overall marketing plan;
 - sales projections for the activity period and for the following three years;
2. An estimate of the eligible PEMD contribution;
3. Your company's promotional brochure and any pertinent product literature;
4. Your company's latest financial statements.

Existing sales to the geographic market for which the application is being made must be clearly indicated and substantiated, as they will constitute the basis for repayment calculations.