

- be financially able to successfully complete the activity;
- have an exportable product or service that meets Canadian content criteria of 50 per cent (trading houses/agents must take title to the product);
- have fulfilled reporting and repayment requirements on any and all previous Canadian Government assistance.

#### **INELIGIBLE APPLICANTS**

Ineligible applicants include non-profit organizations, publicly funded and owned institutions, crown corporations, crown-owned companies, their subsidiaries and affiliates. For the purposes of this criterion, crown or public ownership or control is defined as "more than 50 per cent."

#### **INELIGIBLE ACTIVITIES**

Activities receiving direct or indirect financial support from municipal, provincial or any federal government source including the Department of Foreign Affairs and International Trade.

#### **ELIGIBLE COSTS**

PEMD will share up to 50 per cent of:

- return economy international airfare or equivalent transportation costs for an approved market identification visit;
- or
- the cost of participation in an international trade fair outside Canada.

#### **INELIGIBLE COSTS**

PEMD will not cover:

- the cost of goods (including samples);
- the cost of translation in either official language of Canada;
- staff salaries and commissions;
- entertainment or hospitality costs;
- accommodation and meals;
- VAT (as applied by foreign governments);
- GST.

#### **WHERE/WHEN TO APPLY**

Applications must be submitted to your nearest International Trade Centre, at the address listed in the annex of this handbook, at least six weeks prior to the date of the proposed visit or trade fair. In Quebec, apply to your nearest regional office of the Federal Office of Regional Development (Quebec).

Current financial statements must accompany the application.