

Activity Eligibility

The export activity for which you are seeking assistance must also meet eligibility criteria. In general, eligible activities are those that:

- fit into your marketing plan. Consider your objective and the proposed method of achieving it, the timing, your domestic and exporting experience, and the product or service you are promoting.
- have a reasonable probability of success. Examine your objectives, the risk factors, the size of the project, estimated sales, financing, and your business' financial and technical capacity.
- will bring substantial benefits to Canada. Determine the ratio of net exports to the PEMD contribution, and whether the project will generate additional production or employment in Canada. Consider other potential benefits that may result from penetrating the target market, keeping in mind that benefits should be sufficient to generate enough sales to be able to repay the PEMD contribution.
- will result in incremental sales, for example by introducing a new product, or by penetrating a new market.
- receive not more than 50% financial assistance from all federal and provincial sources combined, including PEMD funds.

Eligibility criteria specific to certain activities are outlined in the next section.

HOW TO APPLY

All applicants for PEMD assistance in industry-initiated activities must consider the eligibility of their business and the eligibility of their proposed project before applying. Be sure to ask yourself the following questions:

- Is your business export-ready according to the definition provided on page 6 of this handbook? If not, you will likely be considered ineligible.
- Are you registered with either BOSS or WIN Exports? If not, register immediately through your nearest DRIE regional office or by contacting InfoExport (1-800-267-8376).
- Have you fulfilled the reporting requirements on any previous PEMD assistance? If not, contact the PEMD assessing unit that assisted you.