

FOREWORD

This handbook provides an overview of PEMD, the Program for Export Market Development, which is the cornerstone of the federal government's export trade development support.

Since its inception in 1971, the program has assisted over 21 000 Canadian businesses in marketing their products and services abroad with sales stemming from PEMD-supported activities exceeding \$16.5 billion.

PEMD offers assistance to Canadian business to undertake or participate in a wide variety of export promotion activities. It covers projects initiated by industry as well as those planned by government and is designed to share the risk of international market development.

Before preparing and submitting an application, organizations are strongly urged to contact or visit their nearest International Trade Centre (addresses are listed in the last section of this publication) to review their intended project. A Trade Commissioner or other appropriate specialist will discuss the merits of the proposal, inform and guide you through the program's eligibility criteria, and provide advice regarding reporting and repayment schedules specific to your proposed initiative. This last step also ensures that you are aware of any relevant changes to the program since the time this booklet was published, and that you are using the proper forms.

This booklet is intended to serve only as a general guide and is subject to change. Final decisions regarding eligibility and interpretation of criteria rest with the officials responsible for administration of the program.

Date of Issue - March 1990