Goal and Objective

The overall goal of the federal government's Program for Export Market Development (PEMD) is to increase Canadian prosperity and competitiveness in the international marketplace.

PEMD is the Canadian Government's cornerstone international business development program. Since it inception in 1971, PEMD has assisted over 25,000 Canadian businesses in marketing their products and services abroad. Sales stemming from PEMD supported activities have exceeded $11.5 billion, creating an estimated 250,000 person years of employment.

Specifically, the PEMD objective is to increase export sales of Canadian goods and services by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing risks involved in entering a foreign market.

Through a partnership-like relationship between government and business, the program encourages a long-term focus on target markets with built-in flexibility to respond to changing market conditions.

STRUCTURE

The PEMD program is comprised of four major elements: Market Development Strategies (MDS), New-to-Exporting Companies, Capital Projects Bidding and Trade Association Activities.

The key MDS element focuses on assisting companies with the implementation of a simple marketing plan designed to penetrate an international market. Intended for smaller businesses, both experienced and new to exporting, it shares the risk of the international marketing initiatives with the Canadian private sector.

PEMD also provides assistance to companies that are New-to-Exporting to introduce them to export markets without undue financial strain.

The Capital Projects Bidding element of PEMD supports Canadian companies in bidding for major capital projects outside Canada by contributing to the costs of bid preparation or proposal preparation at the pre-contractual stage.

Trade Association Activities supports export market development strategies of national trade and industry associations meeting PEMD eligibility requirements.