

application for each part of an export effort. This will result in a more streamlined and effective process. It will also lighten the administrative burden previously experienced by Canadian business.

The basis of the MDS application will be a company's marketing or business plan for export. Specially trained staff at Federal International Trade Centres across Canada will work hand-in-hand with a company in the implementation of a long-term strategy that targets specific international markets and export niches.

*More eligible costs,
longer-term
commitment*

Cost shared support up to 50% will be provided for a wider range of activities than before, including travel, product testing for market certification, legal fees, product demonstration costs and other costs necessary to execute the marketing plan. PEMD-MDS will provide this assistance for up to one year based on a long-term plan. PEMD-MDS will also be responsive to changes and redirection of the marketing plan to meet changes in the global marketplace. MDS is designed primarily for companies with annual sales greater than \$250,000 and less than \$50 million.

*More relevant
support*

PEMD will continue to provide assistance to smaller companies and companies new-to-exporting to introduce them to the export market without undue financial strain. Companies with cyclical marketing needs will also be eligible for assistance. The Capital Projects Bidding element of PEMD remains largely unchanged, while the Special Activities element has been redesigned to strengthen and support the generic marketing needs of trade associations meeting PEMD eligibility requirements.

*Extended payback
plan*

The PEMD partnership with Canadian business continues to be an investment in a company's commitment to develop international export markets. MDS funds are now repayable at 4% of incremental annual sales each year up to the value of the PEMD contribution over a four-year period.