

## Program for Export Market Development

On April 1, 1987, the Department of External Affairs consolidated the Program for Export Market Development (PEMD) and the Promotional Projects Program (PPP) into one program called PEMD, a name well recognized by both the private sector and governments.

The new PEMD was designed to increase the marketing efforts of the private sector by helping them to participate in activities they would not, or could not, undertake on their own.

A summary of the types of assistance offered by the new PEMD follows.

### **Government-Initiated Activities** – Trade Fairs and Missions

Under this PEMD activity, the government shares the cost of participating in national stands at trade exhibits outside Canada; sponsors outgoing trade missions of Canadian business persons to identify market opportunities abroad; and hosts incoming missions to Canada of foreign business and government officials who can influence export sales. In the case of trade fairs, a company can be eligible for assistance for up to three participations in the same fair event. There is no limit on mission participation. A new element in the program is the introduction of a participation fee for fairs to ensure a greater cost-sharing by industry of the costs related to government-sponsored activities.

**Industry-Initiated Activities** (for which the government contribution continues to be repayable if sales result) – Four applications per company per year.

**Trade Fairs** – Funding for companies wishing to participate individually in foreign trade fairs.

**Visits** – Actual travel costs up to 100 per cent of the return economy airfare will be paid for both incoming visits to Canada of foreign buyers and market identification trips by Canadian companies, outside Canada. In the case of market identification trips to the United States, only companies with annual sales below \$10 million will be eligible for assistance.

**Project Bidding** – This type of assistance shares the cost of bidding on specific projects outside Canada. The projects typically involve a formal bidding procedure in competition with foreign firms for consulting services, engineering, construction and the supply of Canadian goods and