

6. Activities organized by or receiving financial support from provincial or any federal sources such as EAITC Trade Fairs and Missions, Western Economic Diversification Canada, Atlantic Canada Opportunities Agency, Canadian International Development Agency Industrial Co-operation Program, and activities sponsored by missions abroad are not eligible for PEMD assistance. The only exception is for an EAITC trade fair Information Booth; if no companies are represented as part of the Information Booth, eligible companies may apply to attend the trade show separately.
7. Activities undertaken by trading houses must be geared toward a specific geographic area, and must concern the marketing of specific products or services. A trading house must either take title to the products, or the products must be covered in exclusive agency agreements with Canadian manufacturers to represent them in a particular market. All applicants must have control over the products or services for the same activity/reporting period and market as covered by the PEMD legal agreement.
8. Activities involving the development of export markets for used equipment are not eligible unless the equipment is reconditioned and it can be demonstrated that the reconditioning includes substantial Canadian content.
9. Applications must be received at least four weeks prior to the planned activity. **Companies cannot presume support until written approval is obtained through the legal agreement. No verbal assurances of approval can be provided at any time.**
10. Applicants are limited to a maximum of four approvals per government fiscal year (April 1 to March 31). Other limitations specific to certain elements of the program also apply.