

- activities that you will undertake to achieve the expected volume of sales (Market Penetration Plan).
  - annual sales in the target market and the date of your first sale in that market.
  - the present total demand for the specified products and services in the target market.
  - projections of total demand for the products and services in the target market for each of the next five fiscal years.
  - your anticipated share of the target market for each of the next five years (state projected sales in percentages and dollar value).
  - the revenue that will be produced by the marketing activity over the next five years.
  - an analysis of the level of sales necessary for the marketing effort to become self-sustaining.
  - the suitability of your products and services in relation to market requirements.
  - a description of the main competitors in the target market, their products and services, respective market shares; and competitive strengths.
  - the benefits to Canada in terms of employment, profit, purchase of Canadian equipment and supplies from Canadian suppliers, sub-contracts with Canadian companies, and increased manufacturing activities in Canada.
2. A certification that the general manager will be a full-time employee of the company.
  3. A detailed description of the estimated costs of establishing the office (personnel, travel, and initial operation). Indicate the total eligible PEMD contribution.

Applicants are encouraged to consult the DEA Export Programs Division for assistance in preparing their application.

## ***SPECIAL ACTIVITIES — FOOD, AGRICULTURE & FISH***

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The eligibility criteria for Special Activities applicants, and the eligible PEMD contribution, are outlined below:

### ***Eligibility Criteria***

Your organization is considered eligible for assistance if it is an **export-ready** (see page 6):

- non-profit, non-sales food, agriculture and fish organization, association, marketing board or agency