

- annual sales in the target market for the last two years and the date of your first sale in that market;
 - the present total demand for the specified products or services in the target market;
 - the suitability of your products or services to market requirements;
 - projections of total demand for the products or 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;
 - 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;
 4. An estimate of the eligible PEMD contribution;
 5. Your company's latest financial statements.

Existing sales to the geographic market for which the application is being made must be clearly indicated and substantiated, as they will constitute the basis for repayment calculations.