

PROCEDURES AND OTHER CONSIDERATIONS

How to Apply

After discussing your proposal with an officer at the International Trade Centre in your province/territory, prepare the appropriate application form (Trade Fair/Visit; Capital Project Bidding; Special Activities).

Submit Trade Fair, Visit and Marketing Agreement applications, together with any required additional documentation, to the International Trade Centre in your region. Addresses are listed at the end of this publication.

Submit Capital Project Bidding and Special Activities applications, together with any required additional documentation, directly to the Export and Investment Programs Division (TPE) in Ottawa (address is on the application form).

Applications must be received at least four weeks before commencement of the proposed activity. See special provision for Capital Project Bidding on page 9.

How Applications Are Processed

Completed applications are assigned to a project officer who evaluates the proposal against the eligibility criteria and the availability of program funds. The project officer will also obtain comments on the activity, the market, or other relevant considerations from EAITC's missions abroad; International Trade Centres; ISTC; and other federal and provincial departments, as applicable. Applicants will be notified of the results, or of additional information required in the case of an incomplete application. Applications for Capital Project Bidding and Special Activities will be approved by a committee.

Activity and Reporting Periods and Requirements

An Activity Period is established for each PEMD activity. This period is the allowable time frame within which to carry out the intended marketing initiative and claim reimbursement. It begins on the Effective Date (the date of receipt of a fully completed application, or notice of intent in the case of Capital Project Bidding). Project expenses are eligible only if incurred during the Activity Period, which varies according to the activity type (see following chart), notwithstanding the four week lead-time requirement.

The Reporting Period is the time frame during which sales and/or contracts obtained by the applicant must be reported. The number of reports and the duration of the reporting period vary according to the type of activity (see following chart).

Recipients of PEMD assistance must provide Revenue/Sales Reports in accordance with the agreement, including Nil reports if appropriate (see following chart).

Revenue/Sales Reports are used to analyze the success of marketing activities, to determine repayment of the PEMD contribution to evaluate future requests and to assess overall performance of the program.