

3. PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD is DFAIT's primary export promotion program. Its objective is to increase sales of Canadian goods and services abroad. The program accomplishes this task by sharing the costs of activities that companies normally could not, or would not, undertake alone, thereby reducing the risks involved in entering a foreign market. PEMD encourages Canadian companies not previously involved in exporting to become exporters and encourages Canadian exporters to enter new geographic markets and to introduce new products to existing markets.

Types of Assistance Available

PEMD shares up to 50% of costs incurred by Canadian businesses when they undertake various types of trade promotion activities. PEMD is designed primarily for companies with annual sales of between \$250 000 and \$10 million, and/or for companies with fewer than 100 employees (manufacturing sector), and fewer than 50 employees (service sector). The program is composed of four major elements: Market Development Strategies (MDS), Small or New-to-Exporting Companies, Capital Projects Bidding and Special Activities. Program financial assistance is a repayable contribution, not a grant.

PEMD-MDS supports a wide range of activities, including product testing for market certification, legal fees, product demonstration costs and other market support initiatives necessary to execute a minimum 2-year marketing plan. New in 1995 is that participants in government-sponsored outgoing business missions pay for all their own costs.

PEMD provides assistance to help new-to-exporting companies enter export markets without undue financial strain. Market identification visits and participation in international trade fairs are examples of activities covered under this component. The Capital Projects Bidding element of PEMD is designed to support specific projects outside Canada involving international competition/formal bidding procedures. The Special Activities element supports the generic marketing needs of trade associations meeting PEMD-eligibility requirements.

How to Apply

After discussing your proposal with an officer at the International Trade Centre in your province or territory, you must prepare the appropriate application form (Market Development Strategies; New-to-Exporting Companies; Capital Project Bidding; Special Activities).

Applications must be received at least four weeks before the start of the proposed activity.