

## PROGRAM FOR EXPORT MARKET DEVELOPMENT

The main objective of the Program for Export Market Development (PEMD) is to increase export sales of Canadian goods and services. The program accomplishes this by sharing the costs of activities that companies normally could not, or would not undertake alone, to reduce the risks involved in penetrating a foreign market. PEMD encourages Canadian companies not previously involved in exporting to become exporters. PEMD also encourages existing Canadian exporters to enter new geographic markets and new product markets. The PEMD program can be accessed through the International Trade Centres (ITC's) across Canada.

### KINDS OF ASSISTANCE AVAILABLE

The program offers Canadian businesses financial assistance to undertake or participate in various types of trade promotion activities. All activities must be commercial in nature; that is, they must focus on generating export sales. These activities are categorized as either industry-initiated or government-planned.

#### Industry-Initiated Activities are:

- participating in recognized trade fairs outside Canada;
- visits outside Canada to identify markets;
- visits of foreign buyers or foreign sales agents to Canada, or to another approved location;
- project bidding for specific projects outside Canada involving international competition/formal bidding procedures;
- innovative marketing activities not covered by one of the above elements;
- the establishment of permanent sales offices abroad to undertake sustained marketing efforts in an area where the applicant is currently active;
- marketing agreements for medium-sized companies experienced in exporting (marketing campaigns consisting of a number of trade fairs and visits directed toward a single target market);
- special activities undertaken by private sector, non-sales trade associations/organizations for the benefit of their members.

#### Government-planned activities are:

- trade missions to markets outside Canada, and for foreign business persons and government officials coming to Canada or to trade shows where Canadian business participation is substantial; trade fairs abroad. Participation is by Government invitation.