

ESTABLISHMENT OF PERMANENT SALES OFFICES ABROAD (excluding the U.S.)

The eligibility criteria for Permanent Sales Offices Abroad applicants, and the eligible PEMD contribution, are outlined below:

Eligibility Criteria

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

- incorporated business
- firm of professionals

Establishment of a permanent sales office abroad must represent part of your overall marketing effort and demonstrate a long-term commitment to the target market. You must also be already selling into the target market.

The office established must employ a full-time manager.

PEMD Contribution

The PEMD contribution to the establishment of a permanent sales office abroad is:

- 50% of the following costs:
 - office space rental
 - office equipment rental
 - one support staff
 - a general manager (up to \$75,000 year)
 - legal fees to establish and incorporate outside Canada

The applicant is responsible for all other costs.

A maximum of \$125,000 over two years, and two project approvals (not concurrent) during your business' lifetime.

Completing an Application

In addition to the information to be completed on the application form, you must provide:

1. A market study, outlining:
 - the reasons for selecting the target market.
 - the reasons for opening an office rather than utilizing other methods (e.g., agents).
 - a full description of your past and present activities in the market.