

- attend symposia or conferences (at which significant potential exists to market their products) in a foreign country;
- sponsor the visit of foreign buyers to Canada, or to another approved location (installation, trade fair, etc.) to facilitate the sale of Canadian products;
- bring their firm's foreign sales agents to Canada for purposes of training.

Applicants with total annual sales greater than \$10 million are not eligible to receive assistance for a visit to or from the United States.

PEMD Contribution

The PEMD contribution is 100 per cent of the return economy airfare (or equivalent), for not more than two company representatives for outgoing visits or not more than two incoming potential buyers or foreign sales agents.

Applicants are responsible for all other costs.

Marketing Agreements

PEMD applicants who plan to focus their efforts on a single geographic target market may enter into a marketing agreement. This is not a new PEMD activity but a method of packaging PEMD industry-initiated assistance over a one- to two-year period. Only Trade Fair, Visit and Innovative Marketing activities are eligible for cost-sharing under a marketing agreement. These agreements are most suitable for small- to medium-sized experienced exporters.

PEMD Contribution

The PEMD contribution to a marketing agreement is based upon the eligible costs for the individual marketing activities involved.

Innovative Marketing

Marketing initiatives that are considered by the department to have good potential for increasing export sales, but which cannot be classified under one of the existing eligible program activities, can be considered for PEMD assistance under the Innovative Marketing category.

As is the case with other industry-initiated activities, they must be directed towards developing or increasing the sale of Canadian goods or services in a foreign market.

PEMD Contribution

The PEMD contribution to an innovative marketing activity is 50 per cent of costs that can be linked to the target market. For example, if the activity involves distribution of sample materials or literature to prospective clients, distribution costs would be eligible, whereas production costs of the materials themselves would be limited to the quantity devoted to the particular initiative. Applicants are responsible for all other costs.