

INELIGIBLE COSTS

PEMD will not cover:

- the cost of goods (including samples);
- normal cost of transportation of goods to the target market except for trade fair participation or product demonstration;
- the cost of translation in either official language of Canada;
- salaries and commissions;
- preparation cost of the international marketing plan including market identification studies;
- entertainment and hospitality costs;
- accommodation and meals;
- VAT (as applied by foreign governments);
- GST.

PROJECT REVIEW

Approved projects must be reviewed with the International Trade Centre officer every six months in order to accommodate proposed adjustments or changes to the legal agreement and the marketing plan and to assess progress with respect to the implementation of the plan.

Modifications are acceptable providing they respect the original purpose of the agreement and are requested and approved in writing before being undertaken. This includes changes to the original marketing plan to respond to changing market conditions.

WHERE / WHEN TO APPLY

Applications must be submitted to your nearest International Trade Centre, at the address listed in the annex of this handbook, at least six weeks prior to the proposed date of the first of the planned activities to be supported. In Québec, it is your nearest regional office of the Federal Office of Regional Development (Québec).

Current financial statements and the international marketing plan must accompany the application.

ACTIVITY PERIOD

The activity period established for each application is the allowable time frame within which to carry out the approved activities of the marketing plan and to claim reimbursement.

It begins on the effective date, which is the date of approval of the application, and ends on the agreed expiry date, 12 to 24 months later.

Eligible costs must be incurred during that activity period.