



Permanent Sales Office Abroad (excluding the United States)

PEMD assistance to establish **permanent sales offices abroad** (excluding the United States) is designed to enable exporters currently active in an export market to more fully exploit that market through a sustained marketing effort.

Establishment of a permanent sales office abroad must represent part of the company's overall marketing effort and demonstrate a long-term commitment to the target market. Trading houses must show evidence of long-term exporting commitment to specific Canadian products. The company **must already be selling in the target market**, but through methods other than sales offices.

The office to be established must employ a full-time employee of the company as manager.

Technical and support operations centres, retail stores and show rooms are not eligible.

PEMD Contribution

The PEMD contribution to the establishment of a permanent sales office abroad is 50 percent of the cost of:

- office rental;
- office equipment rental;
- one support staff member;
- a general manager (PEMD contribution of up to \$37 500 a year);
- legal fees to establish and incorporate outside Canada.

The applicant is responsible for all other costs.

The maximum PEMD contribution is \$125 000 over two years with a limit of two approvals (not concurrent). If one of the projects was successful and the PEMD contribution fully repaid, the company is eligible to submit a new application.

Application Requirements

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;
- activities that you will undertake to achieve the expected volume of sales (market penetration plan);