



PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD is EAITC's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets.

Industry-Initiated Activities

PEMD shares up to 50 per cent of eligible expenses and must be requested in advance. Program financial assistance is a repayable contribution, not a grant. Funded activities include:

- participation in recognized trade fairs outside Canada;
- visits outside Canada to identify markets;
- visits by foreign buyers and foreign sales agents to Canada;
- marketing agreements consisting of a number of visits and trade fairs directed toward a single target market;
- project bidding for specific projects outside Canada involving international competition/formal bidding procedures; and
- special activities undertaken by non-sales trade associations on behalf of their member companies.

Over ▷

