

1. GENERAL INFORMATION

Program Objective

The main objective of PEMD is to increase export sales of Canadian goods and services. The program accomplishes this by sharing the costs of activities that companies normally could not, or would not, undertake alone, to reduce the risks involved in penetrating a foreign market. PEMD encourages Canadian companies not previously involved in exporting to become exporters. PEMD also encourages existing Canadian exporters to enter new geographic markets and new product markets.

Kinds of Assistance Available

The Program offers Canadian businesses financial assistance to undertake or participate in various types of trade promotion activities. All activities must be commercially oriented; that is, they must focus on generating export sales. These activities are categorized as either industry-initiated or government-planned.

Industry-initiated activities are:

- C • participation in recognized **trade fairs** outside Canada;
- B • **visits outside Canada** to identify markets;
- D • **visits of foreign buyers** to Canada;
- A • **project bidding** for specific projects outside Canada involving international competition/formal bidding procedures;
- F • the establishment of **permanent sales offices abroad** (excluding the U.S.) in order to undertake sustained marketing efforts in an area where the applicant is currently active;
- **marketing agreements** aimed at medium-sized companies experienced in exporting;
- R • **special activities for non-profit, non-sales food, agriculture and fish organizations, marketing boards and agencies** (for the benefit of their members).

E - discontinued
S - applied 87

Government-planned activities are:

- **trade missions** to markets outside Canada, and for foreign business persons and government officials coming to Canada or to trade shows where Canadian business participation is substantial; **trade fairs** abroad.

General Eligibility

To be eligible for PEMD assistance applicants must be one of the following:

- an incorporated business (includes trading houses, co-operatives, and food, agriculture and fish sales organizations);
- an independent firm of professionals, such as architects or engineers;
- a non-sales organization, association, marketing agency or board, specializing in food, agriculture or fish (for special activities only);
- a national private sector, non-profit trade organization or association, such as the Canadian Exporters' Association or the Canadian Chamber of Commerce (for government-planned missions only).

Applicants must also be **export-ready**. Incorporated businesses and firms of professionals must:

1. be established and operating in Canada and have either sales performance data for at least two years, or annual sales exceeding \$100 000;
2. have satisfactory marketing and managerial capabilities;
3. be financially able to successfully complete the project (positive working capital and tangible net worth);
4. have an exportable product or service that meets Canadian content criteria of 60 percent;