

# **The Program for Export Market Development (PEMD)**

## **Goals**

*PEMD aims at increasing Canadian prosperity and competitiveness in the international marketplace.*

*Specifically, PEMD assists in increasing export sales of Canadian goods and services by sharing the costs of activities that could not or would not be undertaken alone, thereby reducing risks involved in entering a foreign market.*

*This booklet addresses one of the four elements of the PEMD program, Special Activities. The other elements are covered in more detail in the PEMD Handbook, available on request.*

