

**APPENDIX F  
PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)**

PEMD helps incorporated Canadian businesses to develop, increase and sustain their activities by sharing with them the costs of specific export marketing efforts. It is geared to:

- encourage businesses that have not exported previously to begin exporting; and
- encourage established exporters to expand their activities in new markets.

PEMD provides up to 50 per cent of the costs incurred by a company in its penetration of new markets. These contributions are repayable if sales are made to that market.

The Program has various sections, each designed to meet a specific circumstance which may result while developing or expanding new or existing export markets.

- Section A: Specific Project Bidding
- Section B: Market Identification
- Section C: Participation in Trade Fairs Abroad
- Section D: Incoming Foreign Buyers
- Section E: Export Consortia
- Section F: Sustained Export Market Development
- PEMD FOOD: Export Markets for Agriculture, Fisheries and Food Products
- PEMD FISH: Export Markets for Atlantic Groundfish and Herring

Contact the nearest DRIE Office for more details on PEMD. (*See Appendix H for addresses*)

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**APPENDIX G  
PROMOTIONAL PROJECTS PROGRAM (PPP)**

PPP is a vehicle through which the federal government plans and implements exhibits and trade fairs abroad, outgoing and incoming trade missions, and incoming trade visits by foreign buyers and government delegations.

The Program underwrites some of the cost to industry of participating in promotional events that are organized by the Department of External Affairs. These events are designed to increase the knowledge of foreign buyers about Canadian products and capability and to undertake export market intelligence gathering operations.

For further information on the PPP for the United Kingdom contact the Western Europe I Trade Development Division (*see Appendix H*).

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**APPENDIX H  
USEFUL CONTACTS**

**CANADIAN GOVERNMENT**

**DEPARTMENT OF EXTERNAL AFFAIRS**

Mailing Address: L.B. Pearson Building  
125 Sussex Drive  
Ottawa, Ontario  
K1A 0G2  
(Telex: 05 33 745; Answerback EXTERNAL OTT)

***For information on general trade development  
for the U.K. including trade fairs and missions:***

**Western Europe I  
Trade Development Division, Europe Branch (RCT)**

Trade Development — Tel. (613) 995-9401  
Trade Fairs and Missions — Tel. (613) 996-5555