

PROCEDURES AND OTHER CONSIDERATIONS

Industry-Initiated Activities

How to Apply

After discussing your proposal with an officer at the International Trade Centre (addresses are listed at the end of this publication), prepare the appropriate application form (Trade Fair/Visit; Marketing Agreement; Innovative Marketing; Project Bidding; Permanent Sales Office Abroad; Special Activities).

Submit **Trade Fair/Visit, Marketing Agreement, or Innovative Marketing** application, together with any required additional documentation, to the International Trade Centre.

Submit **Project Bidding, Permanent Sales Office Abroad and Special Activities** applications, together with any required additional documentation, directly to the Export and Investment Programs Division (TPE) in Ottawa (address is on the application form).

Applications are to be submitted at least **four weeks** before the proposed activity. See special provision for Project Bidding on page 11.

How Applications Are Processed

Completed applications are assigned to a project officer, who evaluates the proposal against applicant and project eligibility criteria and the availability of program funds. The project officer will also obtain comments on the activity, the market, or other relevant considerations from External Affairs and International Trade Canada's missions abroad; International Trade Centres; Industry, Science and Technology Canada; and other federal and provincial departments, as applicable. Applicants will be notified of the results, or of additional information required in the case of an incomplete application.

Activity and Reporting Periods and Requirements

An **Activity Period** is established for each PEMD activity. This period is the **allowable time frame** within which to carry out the intended marketing initiative and claim reimbursement. It begins on the Effective Date (the date of submission of a fully completed application, or Notice of Intent in the case of Project Bidding). Project expenses are eligible only if incurred during the Activity Period, which varies according to the activity type. (*See following chart*).

The **Reporting Period** is the **time frame** during which sales and/or contracts obtained by the applicant must be reported. The number of reports and the duration of the reporting period vary according to the type of activity. (*See following chart*).

Recipients of PEMD assistance must provide **Revenue/Sales Reports** in accordance with the agreement, including Nil reports if appropriate. (*See following chart*).

Revenue/Sales Reports are used to assess overall performance of the program, to evaluate the success of marketing activities and to determine repayment of the PEMD contribution.