

Program participants must also be export-ready.

They must:

- ▶ be established and operating in Canada and have current sales performance data;
- ▶ have satisfactory marketing and managerial capabilities;
- ▶ be financially able to successfully complete the project;
- ▶ have an exportable product or service that meets Canadian content criteria of 60 per cent;
- ▶ have fulfilled reporting and repayment requirements on any and all previous PEMD assistance;
- ▶ be registered (or in the process of registering) with EAITC's WIN Exports, or ISTC's Business Opportunities Sourcing System (BOSS).

Ineligible Applicants

PEMD assistance is not available to:

- ▶ publicly funded institutions, Crown corporations, Crown-owned companies (50% or more), and their affiliates and subsidiaries;
- ▶ applicants who have been consistently unsuccessful in generating export sales as a result of previous PEMD assistance.