

## INDUSTRY-INITIATED ACTIVITIES

Financial assistance for export marketing activities initiated by industry is not a grant but a **provisionally repayable contribution**. Application must be made prior to incurring any costs for the activity as assistance cannot be applied retroactively.

### Trade Fairs

---

PEMD financial assistance is available to foster participation in recognized trade fairs outside Canada. Effective April 1, 1986, a company is eligible to participate in the same event on three separate occasions.

Applicants are eligible for assistance to participate independently at a trade fair abroad where there is a national stand **only** if they were not invited to participate at the national stand or if the national stand is fully subscribed to at the time of application.

Applicants must exhibit under their company's or product's name.

### PEMD Contribution

The PEMD contribution towards participation in a trade fair is 50 per cent of:

- return economy airfare (or equivalent) for not more than two company representatives;
- space rental;
- display construction, transportation, erection, operating and dismantling costs; display operating costs may include interpreters, video rental, electricity and any other factors considered reasonable by the project officer assessing the application;
- promotional material (PEMD contribution of up to \$2 500), including artwork, reproduction and printing costs, marketing aids (e.g., pens) or any other element considered reasonable by the officer assessing the application. Also eligible within this \$2 500 limit are advertising costs related to the applicant's participation in the trade fair, as in catalogues or special editions of a trade publication;
- round-trip shipping of unsold products; PEMD contribution for this cost is limited to \$5 000.

Applicants are responsible for all other costs.

### Visits

---

PEMD funding is available for Canadian businesses intending to:

- visit potential agents, distributors and clients to identify markets;