

Further information on FORD-Q can be obtained through the following toll-free numbers:

Val-d'Or: 1-800-567-6451  
Rimouski: 1-800-463-9073  
Sept-Îles: 1-800-463-1707  
Sherbrooke: 1-800-567-6084  
Laval: 1-800-430-6844  
Drummondville: 1-800-567-1418  
Trois-Rivières: 1-800-567-8637  
Longueuil: 1-800-284-0335  
Montreal: 1-800-561-0633  
Hull: 1-800-561-4353  
Québec: 1-800-463-5204  
Alma: 1-800-463-9808

## **INTERNATIONAL BUSINESS DEVELOPMENT PROGRAMS AND SERVICES**

### **GOVERNMENT OF CANADA**

#### **Program for Export Market Development**

The Program for Export Market Development (PEMD) is the Government's primary international business development program. PEMD provides conditionally repayable assistance in support of a variety of activities to help Canadian exporters expand into export markets.

The PEMD contribution is repayable based on a company's incremental export sales or contracts obtained in the target market. Preference is given to companies with annual sales greater than \$250 000 and less than \$10 million, and/or with less than 100 employees for a firm in the manufacturing sector and 50 employees in the service industry. PEMD applicants must be export-ready Canadian companies.

The principal element of the program, Market Development Strategies (MDS), provides assistance on the basis of a company's one- or two-year international marketing plan. Accordingly, rather than approving projects on an individual basis as in the past, MDS now gives prior approval for a package of support for visits, trade fairs, and other activities under the umbrella of an exporter's marketing plan. Other eligible activity costs, which are shared on a 50/50 basis, include product testing for market certification, legal fees for marketing agreements abroad, transportation costs for offshore company trainees, product demonstration costs and other costs necessary to execute a marketing plan.

The Capital Projects Bidding (CPB) element is designed to assist Canadian manufacturing, engineering, construction, architecture and management consulting firms in bid or proposal preparation against international competition for major capital projects outside Canada. The bid value to the applicant must be greater than \$1 million. The PEMD contribution for MDS and CPB is a minimum of \$5000 and a maximum of \$50 000.

The New-to-Exporting Companies component of PEMD recognizes that a significant number of Canadian companies have little export experience. A maximum contribution of \$7500 is available to such companies to either visit a potential market or participate in an international trade fair.

The MDS, CPB and New-to-Exporting Companies elements of PEMD are delivered by International Trade Centres, regional development agencies and some provincial governments across Canada. Further information on the program, including a descriptive booklet and application forms, is available from the nearest ITC or the DFAIT InfoCentre in Ottawa.