

when applying for PEMD assistance. The changes to PEMD guidelines and eligibility criteria reflect the awareness that export challenges and channels for high-technology firms differ from the services and manufacturing sectors.

### **CONTRIBUTION LIMITS**

- The PEMD contribution per application is a minimum of \$5,000 and a maximum of \$35,000.
- Eligible expenses are shared on a 50-50 basis.
- Funds must be disbursed within 13 months of the date of approval.

### **COMPANY ELIGIBILITY**

Eligible companies must:

- be incorporated (federally or provincially) and currently established and operating in Canada.
- be registered in WIN-EXPORTS or BOSS.
- have a demonstrated capacity to undertake the project under review, with consideration being given to the requirements for ongoing domestic work as well as the incremental resources required for the proposed project.

The company should have:

- the management structure and competence to undertake and bring the proposed activities to a fruitful conclusion;
- the financial capacity to underwrite the plan. This would include, inter alia, sufficient credit margin and net worth to finance investing in the market development;
- sufficient free production capacity to supply the additional demand of the market being sought;
- the marketing capacity to undertake the proposal—a sound marketing plan, proper management personnel and