

ACTIVITY PERIOD

The activity period established for each application is the allowable time frame within which to carry out the planned activity and to claim reimbursement.

It begins on the effective date, which is the date of approval of the application, and ends on the expiry date, six months later.

Eligible costs must be incurred during that activity period.

REVENUE/SALES REPORTING REQUIREMENTS

Revenue/Sales Reports (RSRs) are used to determine the success of assisted marketing activities and whether there is a requirement for repayment of the PEMD contribution. As well the RSRs are used to evaluate future requests for assistance and to assess overall performance of the program.

RSRs must be submitted on the due dates specified in the PEMD legal agreement and must report all revenue received and sales made by the company in the target market.

Two reports are required. The first is due one year from the date of approval and the second report is due 12 months later.

Even if no revenue has been received or sales made, a "nil" RSR is required under the legal agreement.

REPAYMENT TERMS

The repayment clause of the PEMD legal agreement stipulates that repayment of the PEMD contribution is based on 4 per cent of revenue/sales made in the specified target market.

Repayment is due with each of the two Revenue/Sales Reports.

Companies are only required to repay up to the amount of the approved PEMD contribution.

OTHER ADMINISTRATIVE REQUIREMENTS

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