



PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD is the Department's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets.

Industry-Initiated Activities

PEMD shares up to 50 percent of eligible expenses and must be requested in advance. Program financial assistance is a repayable contribution, not a grant. Funded activities include:

- Market Development Strategies, which consist of a package of support for visits, trade fairs, and market support initiatives, under one umbrella of the company's year-long marketing plan.
- Small or New-to-Exporting Companies, which provides a vehicle for these companies to seek out individual export opportunities, either through a market identification visit or participation in an international trade fair.
- Capital Projects Bidding for specific projects outside Canada involving international competition/formal bidding procedures.
- Special Activities undertaken by non-sales trade associations on behalf of their member companies.

Over ▷