



FOREWORD

This handbook provides an overview of PEMD, the Program for Export Market Development, which is one of the major trade promotion instruments of the Department of External Affairs. The program is managed by the Export and Investment Programs Division of the Department of External Affairs (DEA) and jointly implemented with Industry, Science and Technology Canada (ISTC). PEMD offers assistance to Canadian business to undertake or participate in various types of export promotion activities. PEMD covers both projects initiated by industry and those planned by government and is designed to share the risk of international market development.

If your business meets the general eligibility criteria described in the first chapter, and those specific to the activities of special interest to you, as outlined in chapter 2, you may wish to submit an application. Before doing so, carefully read chapter 3 of this handbook which explains, among other matters, **reporting and repayment requirements**. Additional information and application forms can be obtained from the appropriate International Trade Centre in the regional office of Industry, Science and Technology Canada listed in the last section of this handbook.

This handbook is meant to serve only as a general guide and is subject to change.

Final decisions regarding eligibility and interpretation of the criteria rest with the officials responsible for assessing applications.