

## **Special Activities**

Special Activities assistance is intended for sector-specific, non-sales trade associations. Activities undertaken by these associations must be for the benefit of their members and may include participation in foreign trade fairs, visits (incoming and outgoing), technical trials, product demonstrations, seminars and training, commodity promotions, etc. As with other activities, the focus of the projects must be on the development or increase of sales of Canadian goods or services in foreign markets.

### **The association must have:**

- ◆ a documented export marketing strategy outlining achievable or increased export sales potential for their members;
- ◆ demonstrated financial resources to fulfil the proposed activity;
- ◆ approval of the proposed activity by the association's Board of Directors, or its members at the annual meeting.

Approval of projects will be by committee.

## **PEMD Contribution**

The PEMD contribution to a Special Activity is:

- ◆ per diem allowances of \$150 outside Canada for officers of the association;
- ◆ 50 per cent of the return economy international airfare (or equivalent);
- ◆ 50 per cent of the following costs applicable to the proposal:
  - ◆ consultants' fees to undertake studies or provide technical services;
  - ◆ legal, translation and interpretation services;
  - ◆ technical trials and demonstrations of products;
  - ◆ advertising and promotional materials, sales aids, and printed matter designed for export promotion activities;
  - ◆ design, material and construction costs relating to the production of exhibits for trade fairs or exhibitions, as well as operating costs such as space rental, hydro, set-up and dismantling;
  - ◆ seminar and training costs, such as room rental, audio-visual aids, printed matter, simultaneous translation and honorariums;
  - ◆ transportation costs for shipment of display products, exhibits and promotional material;