

Eligible Trade Associations

Trade associations eligible for PEMD *Special Activities* assistance must be:

- national or major trade or industry associations
- non-sales
- sector specific or horizontal

Associations funded entirely by public funds (federal, provincial or municipal) are not eligible. For those with a combination of public funding and membership funding, the association's share of the costs must come from sources of revenue other than public funding.

Also, activities organized by or receiving financial support from any government source are ineligible for PEMD funding.

Program Eligibility

Activities must be undertaken for the benefit of association members with the objective of developing or increasing sales of Canadian goods and services in foreign markets. A major goal should be the generation and dissemination of market intelligence.

In addition, the association must have:

- a documented export marketing strategy outlining achievable or increased export sales potential for their members