

# GENERAL INFORMATION

## Program Objective

PEMD's objective is to increase export sales of Canadian goods and services. The program accomplishes this by sharing the costs of activities that companies normally could not, or would not, undertake alone, thereby reducing the risks involved in entering a foreign market. PEMD encourages Canadian companies not previously involved in exporting to become exporters, and encourages Canadian exporters to enter new geographic markets and to introduce new products to existing markets.

## Types of Assistance Available

The program offers Canadian businesses limited financial assistance to share in the undertaking of various types of trade promotion activities. All activities must be commercial in nature; that is, they must focus on generating export sales.

### Activities include:

- participation in recognized trade fairs outside Canada;
- visits outside Canada to identify markets;
- visits by foreign buyers or foreign sales agents to Canada, or to another approved location;
- marketing agreements (marketing campaigns consisting of a number of trade fairs and visits directed toward a single target market) for medium-sized companies experienced in exporting;
- capital project bidding for major capital projects outside Canada involving international competition/formal bidding procedures;
- special activities undertaken by sector-specific, non-sales trade associations for the benefit of their members.

## General Eligibility

**Eligibility for PEMD assistance requires that organizations come under one of the following categories:**

- ▶ an incorporated business;
- ▶ an independent firm of professionals, such as architects or engineers;
- ▶ a sector-specific, non-sales trade association (for the Special Activities element only).