Kind of Assistance Available. PEMD focuses on certain types of trade promotion and export marketing activities. Specifically, the program aims to facilitate export sales through visits, trade missions and trade fairs, bidding on specific foreign projects, and establishing permanent sales offices in existing export markets. PEMD offers assistance for both government-initiated and industry-initiated activities. PEMD assistance is dependent upon availability of funds.

All PEMD activities must be commercially oriented; that is, they must focus on generating sales. For those activities that are initiated by industry, as opposed to government, the assistance provided is repayable if export sales result.

PEMD offers applicants the flexibility to enter into agreements with the government to undertake marketing programs made up of a combination of activities eligible under the regular program for a period of up to two years. It is aimed at medium-sized manufacturers with some experience in exporting.

More information on PEMD is available from Info Export, (800) 267-8376, or the International Trade Centres located in the regional offices of the Department of Industry, Science and Technology Canada (see Chapter VI).

Export Development Corporation

The Export Development Corporation (EDC) is a Canadian Crown corporation whose purpose is to facilitate and develop Canada's export trade.

The EDC provides insurance, guarantees and export financing, which, combined with financial advice and the organization of financial packages, facilitate the sale of Canadian goods and services abroad.

The corporation offers the following services:

a) Export Insurance and Related Guarantees
- global comprehensive insurance
- global political insurance
- selective political insurance
- specific transaction insurance
- specific transaction guarantees
- loan pre-disbursement insurance
- foreign investment insurance
- performance security insurance
- performance security guarantees
- consortium insurance