

Program for Export Market Development (PEMD)

A trade promotion program of External Affairs and International Trade Canada, PEMD is designed to assist individual firms participate in or undertake various types of export promotion activities. PEMD covers both government- and industry-initiated projects and is designed to assist companies regardless of size. Promotional activities can include participation in trade fairs outside Canada, visits of foreign buyers to Canada, trade missions to markets outside Canada and establishment of sales offices abroad to sustain current marketing efforts. Applications should be submitted to the regional office of the International Trade Centre (ITC) in which the applicant firm is registered.

Trade Fairs and Missions

In order to assist Canadian exporters in further developing foreign markets, the Fairs and Missions Division of the Latin America and Caribbean Branch of External Affairs and International Trade Canada, organizes and implements the following trade promotion programs:

- participation in trade fairs in Canada and abroad;
- trade missions to and from Canada;
- in-store promotions and point-of-sale displays; and
- export-oriented technical training for buyers' representatives.

Further information is available from:

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