

6. **Applicants must contribute at least 50 per cent of the costs from their own funds to carry out the activity (Special Activities exempt). PEMD cannot contribute to specific costs that are paid for by other organizations. Activities receiving support under the Canadian International Development Agency's Industrial Co-operation Program or government-planned PEMD (except for trade fair information booths) and activities sponsored by missions abroad are not eligible for additional PEMD assistance.**
7. **Activities undertaken by trading houses must be geared toward a specific geographic area, and must concern the marketing of specific products or services. For member trading houses of the Council of Canadian Trading Houses, this includes products listed in the CCTH Directory; for other applicants, the products must be covered in agency agreements. All applicants must have control over the products or services for the same activity/reporting period and market as covered by the PEMD legal agreement.**
8. **Activities involving the development of export markets for used equipment are not eligible unless the equipment is reconditioned and it can be demonstrated that the reconditioning includes substantial Canadian content.**
9. **Applications must be submitted at least four weeks prior to the planned activity. Companies cannot presume support until written approval is obtained through the legal agreement.**
10. **Applicants for PEMD industry-initiated assistance are limited to a maximum of four approvals per government fiscal year (April 1 to March 31). Other limitations specific to certain activity types also apply.**