

(b) Program for Export Market Development (PEMD)

External Affairs and International Trade Canada administers the Program for Export Market Development (PEMD) which is the Federal government's primary international trade promotion and export program. PEMD covers projects initiated by both industry and government and is designed to assist companies regardless of size. For the purpose of generating incremental export sales, the Department provides assistance to:

- . increase the marketing efforts of the private sector by helping them to participate in activities they would not, or could not, undertake on their own;
- . increase the number of new Canadian exporters;
- . encourage existing exporters to move into new markets; and
- . encourage Canadian companies to introduce new products to world markets.

Industry-Initiated Activities

This component of PEMD provides financial assistance for export marketing activities initiated by industry. Assistance is repayable if sales are generated. The types of activities eligible are:

- . participation in recognized trade fairs outside Canada;
- . visits outside Canada to identify markets, and visits of foreign buyers and foreign sales agents to Canada or to another approved location;
- . project bidding, or proposal preparation at the pre-contractual stage, for specific projects outside Canada involving international competition/formal bidding procedures. It covers the supply of Canadian goods and services for major capital projects including consulting services, engineering, construction and equipment;
- . the establishment of permanent sales offices abroad in order to undertake sustained marketing efforts outside Canada; and