

For incoming missions only, in addition to the above:

- per diem living allowance (hotel, meals and incidentals, under Treasury Board regulations)
- 100% economy airfare for domestic travel

Participants are responsible for all other costs.

## **GOVERNMENT-INITIATED TRADE FAIRS**

Government-initiated participation in recognized trade fairs are usually limited to a specific industrial sector or type of product. The selection of trade fairs is based on the degree of international advantage held by Canadian producers of such products; the level of demand for the products in the fair's market area; the expected cost-benefit ratio of sales resulting per dollar invested; and the priority attached to the fair's target markets and products being promoted.

The eligibility criteria for participants in government-initiated trade fairs, and the eligible PEMD contribution, are outlined below:

### ***Eligibility Criteria***

Your business is considered eligible for assistance if it is an export-ready (see page 6):

- incorporated business
- firm of professionals
- national non-profit, non-sales trade organization or association

### ***PEMD Contribution***

The PEMD contribution to your participation in a government-initiated trade fair varies with the event and may cover direct costs such as:

- core area (hospitality, information booth, lounge, display)
- advance booking of space
- event management
- standards (image, etc.)
- a minimum of 50% of some or all of:
  - return economy airfare
  - space rental
  - stand construction