

.b2108926 (E)

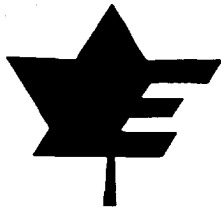
stor  
CA1  
EA62  
87P25  
ENG



**PROGRAM FOR  
EXPORT MARKET  
DEVELOPMENT**

**PEMD  
HANDBOOK**





**PROGRAM FOR  
EXPORT MARKET  
DEVELOPMENT**

**PEMD HANDBOOK**

Dept. of External Affairs  
Min. des Affaires extérieures

 20 1987

RETURN TO DEPARTMENTAL LIBRARY  
RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

Department of External Affairs  
Published April 1, 1987

Cette publication existe aussi en français.

43-245-891

# **CONTENTS**

---

<b>PEMD</b>	1
This handbook, Program objective, Kinds of assistance available	
<b>1. GOVERNMENT-INITIATED ACTIVITIES</b>	2
Trade Missions, Government-initiated Trade Fairs	
<b>HOW TO BECOME A PARTICIPANT</b>	4
If you are invited to participate	
<b>2. INDUSTRY-INITIATED ACTIVITIES</b>	4
Kinds of activities, Who is eligible, Applicant eligibility restrictions, Trading houses, Activity eligibility	
<b>HOW TO APPLY</b>	7
Trade Fairs	8
Visits	9
Project Bidding	10
Establishment of Export Consortia	11
Establishment of Permanent Sales Offices Abroad	13
Special Activities —Food, Agriculture & Fish	14
Where to submit your application, When to submit your application, How applications are processed	15
<b>COMPLETED ACTIVITIES</b>	16
When to submit a claim for payment, Reporting requirements, Repayment	
<b>OTHER PUBLICATIONS</b>	18
<b>OTHER PROGRAMS</b>	18
<b>FOR MORE INFORMATION</b>	19
Address and phone numbers for DEA and DRIE	

PEMD, the Program for Export Market Development, is a trade promotion program of the Department of External Affairs. PEMD offers assistance to Canadian businesses to participate in or undertake various types of export promotion activities. PEMD covers projects initiated by both industry and government, and is designed to assist companies regardless of size.

### ***This Handbook***

This handbook provides information on the types of assistance available through PEMD; the activities eligible under the Program; and the eligibility criteria for participants, applicants, and activities. The handbook also provides information on how to complete application forms, and how to facilitate the processing of applications and claims for payment. A list of export-related publications and addresses from which to obtain further information is also included.

### ***Program Objective***

The Program's main objective is to stimulate economic growth in Canada by increasing export sales. PEMD accomplishes this by sharing with Canadian businesses the costs, and therefore the risk, of export marketing activities that a business would not, or could not, normally undertake on its own. PEMD encourages Canadian businesses that have not previously been involved in exporting to become exporters. PEMD also encourages existing Canadian exporters to enter new geographic and product markets.

### ***Kinds 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 export consortia and permanent sales offices in existing export markets. PEMD offers assistance for both government-initiated and industry-initiated activities.

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 assistance is dependent upon availability of funds.

## **1. GOVERNMENT-INITIATED ACTIVITIES**

---

Government-initiated activities that are covered by PEMD are organized by the Department of External Affairs (DEA), and are planned up to 18 months in advance. Events are chosen after extensive consultation with industry, Canadian Trade Commissioners abroad, and the Provinces. Businesses are invited to participate in these events by the government.

There are two types of government-initiated activities — trade missions and trade fairs.

### **TRADE MISSIONS**

Trade missions seek to promote the sale of Canadian goods and services abroad, and gather market intelligence for Canada's industrial sectors.

PEMD assistance covers both trade missions abroad and foreign business and government officials' trips to Canada or to another approved location. The types of missions covered by PEMD include:

- ministerial missions;
- missions organized on behalf of the federal government, by an association, or by the private sector;
- federally sponsored seminars; and
- economic and industrial co-operation missions.

The eligibility criteria for participants in trade missions, 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 trade mission is:

For all missions:

- management/administration
- official hospitality
- 100% return economy airfare
- local transportation

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

- display transportation, erection, dismantling
- promotional material (maximum of \$2,500)
- stand operating costs
- return by ocean freight of goods not sold (maximum of \$5,000)

Financial assistance is available for participation in the same event on three separate occasions.

Participants are required to pay a participation fee, as well as all costs not mentioned above.

## ***HOW TO BECOME A PARTICIPANT***

---

If you are interested in participating in a trade mission or a government-initiated trade fair, contact the nearest Department of Regional Industrial Expansion (DRIE) regional office that is involved in the administration of PEMD. You may also make your interest known to a specific DRIE industry sector branch in Ottawa, to a DEA geographic bureau in Ottawa, DEA's InfoExport, or a trade association. You should also register with either DRIE's Business Opportunities Sourcing System (BOSS) or DEA's World Information Network for Exports (WIN Exports), if you have not already done so.

### ***If You Are Invited To Participate***

If your company is invited to participate in a trade mission or trade fair, you can indicate your acceptance by responding to the written invitation and by signing the enclosed contract. You must ensure that you have no outstanding obligations under PEMD.

When you receive an invitation to participate in a trade fair, reply quickly, since space is filled on a first-come, first-served basis. Make sure that you have submitted your participation fee with the signed contract.

## ***2. INDUSTRY-INITIATED ACTIVITIES***

---

The second component of PEMD comprises financial assistance for export marketing activities that are **initiated by industry**. This type of assistance is repayable if sales are generated. The types of activities covered are:

- participation in recognized **trade fairs** outside Canada.
- **visits** outside Canada to identify markets, and visits of foreign buyers 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 and formal bidding procedures. Covers the supply of Canadian goods and services for major capital projects including consulting services, engineering, construction and equipment.
- the establishment of **export consortia** for companies that would be better able to exploit export opportunities by pooling their resources and sharing costs and risk with other companies.
- the establishment of **permanent sales offices abroad** (excluding the U.S.) in order to undertake sustained marketing efforts outside Canada.
- **special activities** for non-profit food, agriculture, and fish organizations, marketing boards and agencies (for the benefit of their members). Activities include participation in trade fairs, visits, technical trials, product demonstrations, seminars and training, and commodity promotion.

PEMD also extends to businesses the possibility of entering into one- or two-year **marketing agreements** covering several of the above activities. Marketing agreements are aimed at medium-sized manufacturers experienced in exporting.

### ***Who Is Eligible?***

Before your business can be considered for PEMD assistance, it must be one of the following:

- an incorporated business. (This includes trading houses and co-operatives.)
- a firm of professionals, such as architects or engineers.
- a national non-profit, non-sales trade organization or association.

Businesses that fall into one of the above categories must also:

- have fulfilled **reporting requirements** on any previous PEMD assistance.



- be *export-ready*. This is judged according to the status of your business, which must be registered with DRIE's Business Opportunities Sourcing System (BOSS) or DEA's World Information Network for Exports (WIN Exports); or be in the process of registering (obtain application from Info-Export (1-800-267-8376) or from your nearest DRIE regional office). **Non-profit trade organizations** are considered export-ready if they are judged to be competent to carry out the project. However, the export-readiness criteria for **companies** are more specific. Your company must:
  - have been established and operating in Canada for at least two years, and have sales performance data for those two years, or have annual sales exceeding \$100,000;
  - have satisfactory marketing and managerial capabilities;
  - be financially able to successfully complete the project (should have at least positive working capital and tangible net worth).

### ***Applicant Eligibility Restrictions***

A business may obtain four project approvals per government fiscal year. If you have already received a maximum of \$500,000 in the fiscal year, you are ineligible for further assistance in that year. Also, if you have received PEMD assistance in the past and have been consistently unsuccessful, you may be ineligible for further assistance.

Federal, provincial or municipal Crown corporations and their subsidiaries are not eligible. Such organizations are ineligible whether they apply individually, or as partners in a joint venture, or as members of a consortium.

Some activities are restricted to certain types of businesses. These are outlined in the **How To Apply** section.

### ***Trading Houses***

Activities undertaken by trading houses must be oriented toward a specific geographic area, and must concern the marketing of specific products or services. For trading houses that are members of the Council of Canadian Trading Houses, this includes products listed in the CCTH Members Directory. If the activity involves other products, the trading house must have agency agreements with Canadian manufacturers to represent them exclusively in the market. For non-members, the products must be covered in agency agreements.

## **Activity Eligibility**

The export activity for which you are seeking assistance must also meet eligibility criteria. In general, eligible activities are those that:

- fit into your marketing plan. Consider your objective and the proposed method of achieving it, the timing, your domestic and exporting experience, and the product or service you are promoting.
- have a reasonable probability of success. Examine your objectives, the risk factors, the size of the project, estimated sales, financing, and your business' financial and technical capacity.
- will bring substantial benefits to Canada. Determine the ratio of net exports to the PEMD contribution, and whether the project will generate additional production or employment in Canada. Consider other potential benefits that may result from penetrating the target market, keeping in mind that benefits should be sufficient to generate enough sales to be able to repay the PEMD contribution.
- will result in incremental sales, for example by introducing a new product, or by penetrating a new market.
- receive not more than 50% financial assistance from all federal and provincial sources combined, including PEMD funds.

Eligibility criteria specific to certain activities are outlined in the next section.

## **HOW TO APPLY**

---

All applicants for PEMD assistance in industry-initiated activities must consider the eligibility of their business and the eligibility of their proposed project before applying. Be sure to ask yourself the following questions:

- Is your business export-ready according to the definition provided on page 6 of this handbook? If not, you will likely be considered ineligible.
- Are you registered with either BOSS or WIN Exports? If not, register immediately through your nearest DRIE regional office or by contacting InfoExport (1-800-267-8376).
- Have you fulfilled the reporting requirements on any previous PEMD assistance? If not, contact the PEMD assessing unit that assisted you.

- Do you consider your project eligible according to the criteria outlined on page 6 of this handbook? If not, the project will likely be considered ineligible.

If your business and your proposed export promotion activity appear to be eligible, proceed with the following instructions for the type of assistance you are seeking and complete the appropriate PEMD application form. Two forms are provided for easy use:

1. **PEMD Application for Trade Fairs & Visits.**
2. **PEMD Application for Project Bidding; Establishment of Export Consortia; Establishment of Permanent Sales Offices Abroad; and Special Activities — Food, Agriculture & Fish.**

Additional copies of these two forms are available from your nearest DRIE regional office.

Canadian Trade Commissioners around the world can be of assistance to you. It is strongly advised that they be contacted whenever you are pursuing export marketing activities to determine the suitability of the market for your products/services. See the publication "Canadian Trade Representation Abroad" for a list of posts.

## **TRADE FAIRS**

The eligibility criteria for Trade Fairs applicants, 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

### ***PEMD Contribution***

The PEMD contribution to your participation in a trade fair is:

- 50% of:
  - return economy airfare
  - space rental
  - stand construction
  - display transportation, erection, dismantling
  - promotional material (maximum of \$2,500)
  - stand operating costs
  - return by ocean freight of goods not sold (maximum of \$5,000)

Applicants are responsible for all other costs.

Financial assistance is available for participation in the same event on three separate occasions.

### ***Completing an Application***

In addition to the information to be completed on the application form, you must provide the following information:

- a list of products and services you wish to promote at the fair, including percentage of Canadian content.
- your company's promotional brochure, and any pertinent product literature.
- a summary of how this activity relates to your overall marketing plan, and a sales projection for the results of this activity for the next three years.
- a list of export marketing activities undertaken by your company in the past year.

### ***VISITS***

---

The eligibility criteria for Visits applicants, 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 (trading houses are excluded for visits to/from U.S.)
- firm of professionals

To receive assistance for a visit to the U.S., your total annual sales must be less than \$10 million.

#### ***PEMD Contribution***

The PEMD contribution to your visit is:

- 100% economy airfare

Applicants are responsible for all other costs.

### ***Completing an Application***

In addition to the information to be completed on the application form, you must provide the following information:

- a list of products and services that you wish to promote during the visit, including percentage of Canadian content.
- your company's promotional brochure, and any product literature pertinent to the visit.
- a summary of how this activity relates to your overall marketing plan, and a sales projection for the results of the visit for the next three years.
- a list of export marketing activities undertaken by your company in the past year.

## ***PROJECT BIDDING***

---

The eligibility criteria for Project Bidding applicants, 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

There must be international competition for the project (except in state-controlled markets). The project must also be substantially larger and riskier than one you would undertake without PEMD assistance.

No assistance can be provided if there is Canadian competition for the project.

### ***PEMD Contribution***

The PEMD contribution to your project bidding is:

- 50% of:
  - return economy international airfare
  - fees for consultants (limited to 25% of the total PEMD contribution)
  - legal and translation costs
  - freight, shipping, and courier costs
  - costs of obtaining bid or performance bonds
  - the purchase of bid or tender documents
  - printing, computer and word processing costs;
- a per diem allowance of \$100 in Canada and \$150 outside Canada for professional-level employees working on bid preparation.

Applicants are responsible for all other costs.

## **Completing an Application**

In addition to the information to be completed on the application form, the following information is required:

- a description of the project on which you wish to bid, including a description of the total project, and financing details.
- financing details for the total project and for the portion covered in this application.
- whether this is a joint bid, and if so, with whom (name and address).
- the degree of risk (identify competition for the project).
- the benefits to Canada in relation to the products and services to be sold, their Canadian content, potential suppliers, and other potential benefits.
- a work plan.
- itemized costs for obtaining the contract, for:
  - full-time technical or professional personnel working in Canada;
  - personnel working outside Canada;
  - international transportation;
  - special costs incurred at arms-length.

Provide the above breakdown in relation to the steps necessary to bid on the contract, and give the eligible PEMD contribution at each step, and the total requested PEMD contribution.

- a summary of related experience and your qualifications for the project. Include:
  - previous sales made to this or similar clients;
  - export experience in this market and in general.

## **ESTABLISHMENT OF EXPORT CONSORTIA**

The eligibility criteria for Export Consortia applicants, and the eligible PEMD contribution, are outlined below:

### **Eligibility Criteria**

Businesses are considered eligible for assistance if they are **export-ready** (see page 6):

- incorporated businesses
- firm of professionals

The proposed consortium must consist of at least three eligible businesses, one of which must be either a manufacturer or a contractor. The proposed consortium must also be ready for incorporation and employ a full-time manager.

## ***PEMD Contribution***

The PEMD contribution to the establishment of an export consortium is:

- 50% of the costs of:
  - office space rental
  - office equipment rental
  - one support staff
  - a general manager (up to \$75,000 year)
  - legal fees to establish and incorporate

Applicants are responsible for all other costs.

A maximum of \$125,000 over two years is allowed.

## ***Completing an Application***

In addition to the information to be completed on the application form by the lead company of the consortium, the following information must be provided:

1. A feasibility study including:
  - name and address of the proposed consortium.
  - principal contact within the lead company.
  - details for each participating company.
  - a detailed five-year marketing plan for the consortium.
  - proposed consortium structure.
  - benefits of establishing the consortium.
  - financial forecasts for each of the next five years.
  - consortium requirements for staff, office, equipment, warehousing, transportation, etc., and recommendations for implementation.
  - conclusions and recommendations on the feasibility of establishing the consortium.
2. A copy of the agreement between the participating companies that the consortium will be incorporated (and employ a full-time manager), and detailing the terms and conditions of the association, including liability.
3. A detailed description of the costs for establishing the consortium, and a breakdown based on estimates for costs of personnel, travel, and initial operation. Indicate the total eligible PEMD contribution.
4. Audited financial statements for each participating company for the past two years.

Applicants must consult the DEA Export Programs Division to obtain details on the information required with your application.

## **ESTABLISHMENT OF PERMANENT SALES OFFICES ABROAD (excluding the U.S.)**

---

The eligibility criteria for Permanent Sales Offices Abroad applicants, 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

Establishment of a permanent sales office abroad must represent part of your overall marketing effort and demonstrate a long-term commitment to the target market. You must also be already selling into the target market.

The office established must employ a full-time manager.

### **PEMD Contribution**

The PEMD contribution to the establishment of a permanent sales office abroad is:

- 50% of the following costs:
  - office space rental
  - office equipment rental
  - one support staff
  - a general manager (up to \$75,000 year)
  - legal fees to establish and incorporate outside Canada

The applicant is responsible for all other costs.

A maximum of \$125,000 over two years, and two project approvals (not concurrent) during your business' lifetime.

### **Completing an Application**

In addition to the information to be completed on the application form, you must provide:

1. A market study, outlining:
  - the reasons for selecting the target market.
  - the reasons for opening an office rather than utilizing other methods (e.g., agents).
  - a full description of your past and present activities in the market.



- activities that you will undertake to achieve the expected volume of sales (Market Penetration Plan).
  - annual sales in the target market and the date of your first sale in that market.
  - the present total demand for the specified products and services in the target market.
  - projections of total demand for the products and services in the target market for each of the next five fiscal years.
  - your anticipated share of the target market for each of the next five years (state projected sales in percentages and dollar value).
  - the revenue that will be produced by the marketing activity over the next five years.
  - an analysis of the level of sales necessary for the marketing effort to become self-sustaining.
  - the suitability of your products and services in relation to market requirements.
  - a description of the main competitors in the target market, their products and services, respective market shares; and competitive strengths.
  - the benefits to Canada in terms of employment, profit, purchase of Canadian equipment and supplies from Canadian suppliers, sub-contracts with Canadian companies, and increased manufacturing activities in Canada.
2. A certification that the general manager will be a full-time employee of the company.
  3. A detailed description of the estimated costs of establishing the office (personnel, travel, and initial operation). Indicate the total eligible PEMD contribution.

Applicants are encouraged to consult the DEA Export Programs Division for assistance in preparing their application.

## ***SPECIAL ACTIVITIES — FOOD, AGRICULTURE & FISH***

---

The eligibility criteria for Special Activities applicants, and the eligible PEMD contribution, are outlined below:

### ***Eligibility Criteria***

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

- non-profit, non-sales food, agriculture and fish organization, association, marketing board or agency

## ***PEMD Contribution***

The PEMD contribution to a special activity is:

- per diem allowance of \$100 in Canada and \$150 outside Canada
- 50% to 90% return economy airfare
- 50% to 90% of special costs (consulting, legal, transportation, advertising and promotion, storage and handling, training, product demonstrations, etc.)

The applicant is responsible for all other costs.

A maximum of \$125,000 per project, non repayable, and two project approvals per government fiscal year are allowed.

## ***Completing an Application***

In addition to the information to be completed on the application form, you must provide:

- a detailed description of the project, including objectives, personnel involved, and products and services to be sold.
- a market study that includes a forecast of sales and other commercial benefits likely to result from the activity.
- your organization's qualifications for the activity, and the relationship of the activity to your overall marketing plan. Provide details including number of years in operation; number of full-time staff; export budget; and number of members. (Submit annual report if available.)
- a detailed cost breakdown for the project, for personnel, travel, and special marketing activity costs. Indicate the total eligible PEMD contribution.

## ***WHERE TO SUBMIT YOUR APPLICATION***

To submit an application for PEMD assistance for a Visit or industry-initiated Trade Fair, mail or deliver your completed application form to the nearest DRIE regional office. (A list of DRIE regional offices is included at the back of this handbook.)

For all other types of activities, send your completed PEMD application form to:

Export Programs Division (TPE)  
Department of External Affairs  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Telephone (613) 996-8708  
Telex: 0533745 TPE

### ***When to Submit Your Application***

You should submit your application at least four weeks before your planned activity is to begin.

A letter or telex of intent to submit an application is acceptable for Project Bidding assistance in order to establish an effective date. A completed application form, however, must be received within three weeks of that date.

### ***How Applications Are Processed***

Once your application has been received, it will be examined by a project officer, who will evaluate it according to the applicant and project eligibility criteria and the availability of program funds. The project officer will also obtain comments on the activity, the market, or other relevant considerations from DEA's posts abroad, DRIE, and other federal and provincial departments. The project will be assessed in detail in light of any comments received, and the estimated costs will be examined to see whether they need to be revised or reduced.

If your application is approved, you will be notified and a legal agreement will be prepared and sent to you.

If your application is turned down, you will be notified in writing with an explanation.

You may cancel or withdraw your application at any time, as long as a legal agreement has not been signed.

### ***COMPLETED ACTIVITIES***

---

When your activity has been completed, you may submit a **Claim for Payment**.

When completing your Claim for Payment, ensure that you answer all questions, and complete the Activity Summary portion of the form. You may only claim for the specific costs that are covered in the legal agreement, and that arise from work performed after the effective date and in accordance with the terms of the agreement. Ensure that you attach receipts for all disbursements (e.g., airline tickets (originals only), hotel accommodation, local transportation, arms-length and other services applicable to your activity).

## ***When To Submit A Claim For Payment***

You must submit your Claim for Payment no later than 30 days after the activity expiry date (see page 18).

If you decide not to submit a claim, advise the responsible project officer of the reasons. If you have been successful in generating sales, and do not intend to make a claim, this information will be used to evaluate your eligibility for future funding. Following receipt of this information, your file will be closed and no further reporting will be required.

Claims received later than 30 days after the activity expiry date will not be accepted.

All expenses claimed are subject to audit.

## ***Reporting Requirements***

Recipients of PEMD assistance must provide a Revenue/Sales Report at the end of the activity period (see page 18), and every year thereafter for three years. These reports are used to assess the success of the activity, and are also helpful in evaluating the success of the Program.

Revenue/Sales Reports are required for all activities, even if your business did not make sales or win a project bid.

In the case of Establishment of Export Consortia and Permanent Sales Offices Abroad, and for Special Activities — Food, Agriculture and Fish, a status report is also required at the end of each year of the activity period.

## ***Repayment***

Each legal agreement contains a repayment clause that stipulates the rate at which you must repay the Crown. Except in Project Bidding, this is normally calculated at the rate of not less than 2% of gross sales made per year, up to the full amount received. (You can repay the Crown at a higher rate if you so choose.) There is no repayment required for Special Activities — Food, Agriculture and Fish.

Recipients of PEMD assistance are given three years from the end of the project activity period to repay the Crown. Duration of activity periods, from date of receipt of application (effective date), is outlined below:

## **Repayment Schedule**

<b>Type of Assistance</b>	<b>Activity Period (from date of receipt of application)</b>
Trade Fairs	6 months
Visits	6 months
Project Bidding*	2 years
Establishment of Permanent Sales Offices Abroad	2 years
Establishment of Export Consortia	2 years

\*If a contract is won, repayment is in two equal installments: one within two months of receipt of 1st payment, the second within two months of receipt of 2nd payment.

All repayments are to be made by cheque payable to the Receiver General for Canada and sent to your assessing unit with your Revenue/Sales Report.

All projects are subject to audit, which includes sales verification. If repayments are not made as required, or if you fail to submit properly completed Revenue/Sales Reports on time, you may be invoiced for the full amount outstanding. Also, if sales are made but not reported, or if inaccurate reports are submitted, you may not be eligible to receive further PEMD assistance.

## **OTHER PUBLICATIONS**

The following DEA publications may be of interest to businesses that are considering undertaking trade promotion and export marketing activities:

“Business Directory of Canadian Trade Representation Abroad”

“So You Want to Export . . . ”

“Developing Export Markets — The IFI Approach”

These publications are available free of charge from InfoExport or from your nearest DRIE regional office.

## **OTHER PROGRAMS**

Information on other assistance programs can be obtained from DRIE, CIDA, the provincial governments, and various trade associations and organizations.

## **FOR MORE INFORMATION**

---

### **DEPARTMENT OF EXTERNAL AFFAIRS (DEA)**

#### **Export Programs Division (TPE)**

Department of External Affairs

125 Sussex Drive

Ottawa, Ontario

K1A 0G2

Telephone: (613) 996-8708

Telex: 0533745 TPE

#### **InfoExport**

Department of External Affairs

125 Sussex Drive

Ottawa, Ontario

K1A 0G2

Telephone: 1-800-267-8376

### **DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION (DRIE)**

#### **Business Centre**

Department of Regional Industrial Expansion

235 Queen St.

Ottawa, Ontario

K1A 0H5

Tel.: (613) 995-5771

#### ***Regional Offices***

##### **British Columbia**

---

Trade Director

Department of Regional Industrial Expansion

Bentall Centre — Tower IV

1055 Dunsmuir Street, Suite 1101

P.O. Box 49178

Vancouver, B.C.

V7X 1K8

Tel: 604-661-2265

Telex: 045-1191

## Alberta

---

Trade Director  
Department of Regional Industrial Expansion  
Cornerpoint Building, Suite 505  
10179 — 105th Street  
Edmonton, Alberta  
T5J 3S3  
Tel: 403-420-2944  
Telex: 037-2762

## Yukon

---

Trade Director  
Department of Regional Industrial Expansion  
Suite 301  
108 Lambert Street  
Whitehorse, Yukon  
Y1A 1Z2  
Tel: 403-668-4655  
FACS: (403)668-5003

## Northwest Territories

---

Trade Director  
Department of Regional Industrial Expansion  
P.O. Box 6100  
Northwest Territories  
X1A 1C0  
Tel: 403-920-8571  
Telex: 074-2742  
FACS: 403-873-6228

## Saskatchewan

---

Trade Director  
Department of Regional Industrial Expansion  
6th Floor  
105 — 21st Street East  
Saskatoon, Saskatchewan  
S7K 0B3  
Tel: 306-975-4343/306-975-4353  
Telex: 074-2742

## Manitoba

---

Trade Director  
Department of Regional Industrial Expansion  
P.O. Box 981  
Winnipeg, Manitoba  
R3C 2V2  
Tel: 204-949-4540  
Telex: 075-7624

## Ontario

---

Trade Director  
Department of Regional Industrial Expansion  
1 First Canadian Place, Suite 4840  
P.O. Box 98  
Toronto, Ontario  
M5X 1B1  
Tel: 416-365-3737  
Telex: 065-24378

## Quebec

---

Trade Director  
Department of Regional Industrial Expansion  
800 Victoria Place  
P.O. Box 247  
Montreal, Quebec  
H4Z 1E8  
Tel: 514-283-8185  
Telex: 055-60768

## New Brunswick

---

Trade Director  
Department of Regional Industrial Expansion  
Assumption Place  
770 Main Street  
P.O. Box 1210  
Moncton, New Brunswick  
E1C 8P9  
Tel: 506-857-6452/1-800-332-3801  
Telex: 014-2200

## Nova Scotia

---

Trade Director  
Department of Regional Industrial Expansion  
P.O. Box 940, Station "M"  
Halifax, Nova Scotia  
B3J 2V9  
Tel: 902-426-6125  
Telex: 019-22525



**Prince Edward Island**

---

Trade Director  
Department of Regional Industrial Expansion  
Confederation Court Mall  
134 Kent Street, Suite 400  
P.O. Box 1115  
Charlottetown, P.E.I.  
C1A 7M8  
Tel: 902-566-7400  
Telex: 014-44129

**Newfoundland**

---

Trade Director  
Department of Regional Industrial Expansion  
90 O'Leary Avenue  
P.O. Box 8950  
St. John's, Newfoundland  
A1B 3R9  
Tel: 709-772-5511  
Telex: 016-4749

**NOTES**

---



60984 81800

LIBRARY E A/BIBLIOTHEQUE A E



3 5036 20023774 4

Storage  
CA1 EA62 87P25 ENG  
PEND handbook  
43245891

Canada