

1 Direct Contacts

International trade shows, fairs and exhibits as well as incoming and outgoing missions which are verifiable and supported by a recognized third party such as governments (municipal, provincial and federal) and trade related organizations.

Exhibiting Goods/Services

Showcasing goods and/or services to potential international buyers or partners such as:

- Exhibiting at trade shows/events and technical seminars

Eligible Costs:

Preference will be given to companies who have developed an international marketing/market entry plan which demonstrates the product or service can be accepted into the target market. Up to 50% of eligible costs may be contributed towards the following:

- Booth rental and related exhibition costs;
- On-site, local translation services;
- Marketing activities – show guide, pre-show mail-out (not to include product documentation);
- Return economy international airfare, or equivalent transportation for no more than two company representatives;

- Maximum EMA per diem allowance of only \$125 per day for company officials while on travel status outside Canada for reasonable accommodation and living expenses (business, personal and incidental expenses will not be covered) Registration fees;
- Matchmaking – could include pre-arranged and on-site meetings, in addition to preparation of company profiles, etc.;
- Product testing for foreign standards agencies for market certification; and
- Follow-up activities.

Outgoing and Incoming Missions

Official international visits to potential clients/buyers aimed at encouraging relationship building; gathering market intelligence; promoting applicant's activities, goods and/or services; and participating in trade missions, field visits or institutional visits.

In-Canada visits to applicant's Ontario operations by potential international clients/buyers aimed at encouraging relationship building; sharing market

intelligence; and promoting applicant's activities, goods and/or services.

Companies are limited to two applications in a twelve month period. Preference will be given to first-time applicants.

Eligible Costs:

Preference will be given to companies who have developed an international marketing/market entry plan which demonstrates the product or service can be accepted into the target market. Up to 50% of eligible costs may be contributed towards the following:

Outgoing Missions:

- Return economy international airfare, or equivalent transportation, for a maximum of two outgoing company representatives, to visit foreign markets only;
- Maximum EMA per diem allowance of only \$125 per day for company officials while on travel status outside Canada for reasonable accommodation and living expenses (business, personal and incidental expenses will not be covered); and
- Follow-up activities.

Incoming Missions:

- Return economy international airfare, or equivalent transportation, for a maximum of two incoming buyers, to visit the applicant operation in Ontario only;
- Maximum EMA per diem allowance of only \$125 per day for company officials while on travel status in Canada for reasonable accommodation and living expenses (business, personal and incidental expenses will not be covered); and
- Follow-up activities.

Non-Eligible Costs for All EMA Activities

- Individual shipping of product samples other than for trade show purposes;
- Travel to Canada for consultants hired by applicants;
- Applicant officials' travel within Canada;
- Web site hosting fees;
- Salaries and commissions with the exception of consulting fees subject to prior approval;
- All recoverable taxes;
- Capital costs such as office equipment, computers, office space;
- Entertainment and hospitality;
- Postage and courier fees;
- Building web applications targeting foreign customers;

- Creating content for web site(s) promoting export capabilities;
- Creating online tools promoting trade potential;
- Developing e-newsletters, online journals, e-commerce portal;
- Cost to modify existing products to meet foreign standards, consumer preferences, etc.;
- Cost to modify or design packaging to meet foreign regulations and local customs; and
- Purchase of generic and/or existing software applications.

Conditions of Participation for All Eligible Applicants

- Application forms must include all required information and be signed by a senior executive of the applicant company certifying that the information is accurate and verifiable;
- Applicants are required to sign a "declaration of good corporate citizenship" or a "personal declaration" and be in compliance with government laws and regulations;
- Application forms will become the property of the Ontario Chamber of Commerce. Information provided by the nominees will be made available to a review committee for the purposes of determining eligibility for funding;
- Contact information (mailing address, telephone and fax numbers, as well as e-mail and web site addresses) will be included in the Ontario Chamber of Commerce's client management system for correspondence purposes. Applicants agree that the Ontario Chamber of Commerce shall have the right to make available and/or to publish in print or electronically, certain analyses, reports or studies which are based upon aggregate data which is derived from information contained in the application forms and results achieved (performance indicators) for those applications which are funded. At the OCC discretion, these studies and aggregated data may be released to selected groups including other government entities or to the public at large;
- Applicants agree that the OCC may publish the names and level of funding for all grant recipients;
- Once received by the OCC, all applications will be at all times the property of the OCC and none will be returned. The OCC will not be responsible for applications which are lost, misdirected or delayed;
- All decisions of the review committee are final; and
- Applicants approved for funding are required to enter into and abide by the conditions outlined in the funding agreement and be signed by an authorized officer of the applicant company.



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2 Marketing Tools

Developing promotional materials to be used for increasing awareness of applicant's activities, and goods and services for potential international buyers and/or foreign audiences to broadly market the applicant's products.

Development of Promotional Material

Developing promotional material to be used for increasing awareness of applicant's activities, and goods and services for potential buyers such as:

- Developing marketing materials and other promotional collaterals – not to include product documentation. This could include translating documents into local language for target market to be used in promotional material.

Development of Generic Branding Material

Developing promotional material for foreign audiences to broadly market the applicant's products and services such as:

- Developing display panels, pavilions or information booths (not to be used for retail activities).

Eligible Costs:

Up to 50% of eligible costs may be contributed towards the following:

- The actual cost paid by the applicant in the production and development of marketing tools listed above. Applicants must provide proof of anticipated expenditures such as quotations from third party suppliers for the purchase of marketing goods and or services.

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3 Market Research

Conducting market research for more precise international market targeting.

Custom Market Research / Market Intelligence

Conducting market research for more precise market targeting such as:

- Developing market intelligence or contracting market research on areas such as market size and segmentation, growth rates, trends, buying attitudes, regulatory requirements, product requirements, distribution channels, and competitor activity strategy and performance; and
- Developing an international marketing/market entry plan.

Eligible Costs:

Up to 50% of eligible costs may be contributed towards the following:

- Consulting fees (a copy of the quotation containing scope of work and fees from consultant must be included with the application)
- Maximum EMA per diem allowance of only \$125 per day for company officials while on travel status outside Canada for reasonable

accommodation and living expenses (business, personal and incidental expenses will not be covered).

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- Applicant officials' travel within Canada;
- Web site hosting fees;
- Salaries and commissions with the exception of consulting fees subject to prior approval;
- All recoverable taxes;
- Capital costs such as office equipment, computers, office space;
- Entertainment and hospitality;
- Postage and courier fees;
- Building web applications targeting foreign customers;
- Creating content for web site(s) promoting export capabilities;

- Creating online tools promoting trade potential;
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4 Foreign Bidding Projects

This element of the EMA program is intended for providers of professional services (engineering, management consulting, environmental, construction, etc.) bidding on foreign projects against foreign competition.

Support for Foreign Bidding Projects

EMA support for foreign bidding projects includes:

- Pre-feasibility studies;
- Proposal preparation at the pre-contractual stage and proposal preparation for projects in countries with centrally planned economies where there may not be a formal tendering process but there is still foreign competition for the project.

The bid proposal would be for the supply of Ontario goods and services such as engineering, construction, architecture and management consulting.

This activity is not intended for the establishment of foreign joint ventures, nor is it intended for unsolicited proposals or bids where there are no competing foreign companies either bidding on a project or being considered for a project.

Eligible Costs:

Up to 50% of eligible costs may be contributed towards the following:

- Maximum EMA per diem allowance of only \$125 per day for company officials while on travel status outside Canada for reasonable accommodation and living expenses (business, personal and incidental expenses will not be covered);
- Maximum EMA per diem allowance of \$125 per day for in market consultant travel, reasonable accommodations and living expenses while on travel status; per diem of \$250 for in-market consultant travel, reasonable accommodations and living expenses while on travel status (EMA share is \$125 per day)
- Purchase of bid/tender documents;
- Cost of obtaining bid or performance bonds;
- Product testing for foreign standards agencies for market certification;
- Applicant officials' travel within Canada;
- Web site hosting fees;
- Salaries and commissions with the exception of consulting fees subject to prior approval;
- All recoverable taxes;
- Capital costs such as office equipment, computers, office space;
- Entertainment and hospitality;
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FAQs

1. *Can a non-profit organization apply?*

Yes you can. As long as your organization is currently established and operating in Ontario and meets the following criteria it is eligible:

- * Annual sales of \$500,000 or more
- * Have 5 to 500 employees
- * Registered company (federally or provincially) for minimum of two years
- * In full compliance with all government laws and regulations
- * Not receiving any other contributions from public funds towards the activities contained in the funding application other than support provided through export development programs offered by the International Trade Branch of the Ontario Ministry of Economic Development and Trade

2. *If my company has less than \$500,000 in annual sales, can I apply for the program?*

No. Applicants must have a minimum of \$500,000 in sales to be eligible to apply.

3. *Is the per diem expense of \$125 per company official attending the event?*

No, the per diem amount is capped at \$125 per day in total, regardless of how many officials are attending an event.

4. *Can I apply for activities completed in the past?*

No, the EMA will not fund projects which have been completed in the past. If some of the activities within the proposed project will take place in the future, then those activities are eligible.

5. *Can I apply for more than one target market in one application, or do I submit a separate application for each market?*

You can apply for up to two target markets in one application. Please note however that it would be beneficial to make sure the two target markets are linked in some way and are seen as one application.

6. *Can I submit expenses that have already been paid for?*

No, only expenses incurred after the project approval date are eligible.

7. *How many applications can I submit in one year?*

You are allowed two applications in a 12 month period.

8. *Can I submit more than one application at the same time?*

No, if you submit more than one application at a time, you will be asked to identify the priority project to move forward with first. Only one application per company can be active at a given time.

9. *May I submit an application for the US market?*

Yes, provided your company is not currently exporting to the U.S. or your company currently does not export to the proposed target region in the U.S.



10. *Do I need to get support from a third party such as government or trade association?*
Under Direct Contacts, support from a third party such as government or trade organization is required. If you do not have such contacts, EMA can provide you with one.
11. *Can I purchase capital items such as trade booths?*
No, equipment rental is allowed, but purchasing of capital items is not an eligible expense.
12. *Is training an eligible expense?*
No, the cost of training is not an eligible expense.
13. *If I am launching a new product in an existing market, can I apply?*
No, EMA's objective is to assist SME's to access new markets. The program defines markets geographically not by product.
14. *If my company does not have an audited financial statement, what can I submit to meet the financial statement requirements?*
A Review Engagement or a Notice to Reader signed by a Canadian Designated Accountant is acceptable.
15. *I am having difficulty accessing the on-line application, how can I get assistance?*
Download the guide to the [Online Process \(EMA Application Front Office Portal\)](#) and follow the instructions contained in the guide. If you are still having difficulties, call 416-482-5222 and ask for an EMA representative.