

# 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.



**Export Market Access** is an initiative of the Ontario Chamber of Commerce, with support and funding from the Government of Ontario.

