

# 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).

## 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*.

