



Application Guide



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

Export Market Access: A Global Expansion Program (EMA)

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Preamble

Ontario's economy is facing a number of challenges amidst a slowing US economy and unprecedented industrial and economic restructuring around the world. A strong Canadian dollar, high oil and energy prices, a weakening US trading partner and intensifying global competition are but some of the competitive pressures Ontario faces now and into the long-term. Apparent in this economic climate is that a strategy of diversification and export can no longer be a voluntary exercise for Ontario's small and medium-sized enterprises (SME), but rather, a necessary priority to be built into annual business and operational plans. Indeed, research has demonstrated the importance of SMEs to job creation, innovation and growth in an economy, and SMEs who export have often been found to out-perform their non-exporting counterparts across a variety of success indicators.

The value of SMEs to Ontario's economy thus underscores the importance of fostering an environment to support their growth and export potential. Increased partnership between government and Ontario's business community in creating this export culture is pivotal to helping Ontario's SMEs to continue to succeed.

Export Market Access: A Global Expansion Program (EMA) Fund Objectives

Through a partnership-like relationship between the Ontario Chamber of Commerce (OCC), the Government of Ontario, and business, the EMA program is specifically intended to:

- Assist SME's access and expand their growth in new international markets that are beyond the US;
- Encourage SME exporters to the US to seek other global markets (based on the application, there may be circumstances for those who are currently exporting to the US to develop another US market); and
- Increase export sales of Ontario goods and services by sharing the cost of initiatives that companies normally could not or would not undertake alone, thereby reducing risks involved in entering a foreign market.

Eligible Applicants

- Applicants do not need to be a member of the OCC to qualify;
- Small to medium-sized companies and manufacturers with an export mandate, whose goods and services currently exists and are produced in Ontario;
- A SME with a minimum of 5 employees to a maximum of 500 employees or an SME partnership/consortium meeting the criteria;
- Have a minimum annual sales of \$500,000;
- Currently established and operating in Ontario;

- A registered company (federally or provincially) for a minimum of two years;
- Be in full compliance with all government laws and regulations; and
- Not receiving any other contributions from public funds towards the activities contained in the funding application other than support provided through the export development programs offered by the International Trade Branch of the Ontario Ministry of Economic Development and Trade (MEDT).

Considerations will also be made to ensure a broad number of sectors and regions across Ontario can benefit from the program. Consideration will also be placed on a broad representation of target markets, which are not necessarily in the US.

Eligible Activities and Costs

There are four categories of activities that are funded by the EMA program:

- Direct Contacts;
- Marketing Tools;
- Market Research; and
- Foreign Bidding Projects.

The costs of these activities are shared (50/50) between the applicant and the Ontario Chamber of Commerce. Non-repayable contributions generally range from a minimum of \$5,000 to a maximum of \$30,000 (with the exception of capital bidding projects which generally would not exceed \$35,000). Companies are limited to two approved projects per year.

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 government (municipal, provincial and federal) and trade related organizations.

1.1 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.

1.2 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.

2. Marketing Tools

Development of Promotional Materials

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.

3. Market Research

3.1 **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); and
- 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).

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.

EMA support for foreign bidding projects includes:

- Pre-feasibility studies; and
- 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;

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.

Evaluation Criteria for All Eligible Applicants

Applications will be initially evaluated by the OCC to determine eligibility. Applications that meet the eligibility criteria will be forwarded to the EMA review committee for consideration. Applications will be reviewed on a continuous basis. Funding decisions will be subject to a 30 business day turnaround time providing the application for funding is complete and all requirements have been met.

The review committee will consist of representatives from the OCC, select members of the OCC Board of Directors and external representatives. The review committee will assess applications

using the following criteria:

- Eligibility of activities and expenditures for funding and linking of proposed activities to EMA's objectives;
- Financial and management capability of the applicant to complete the proposed activities as described in a timely basis;
- Level of funding requested in relation to the performance measurement;
- Validation of expected results and outcomes - what are the measurements, how will these be measured and what performance indicators will be used; and
- Completeness of the application.

Funding decisions will be made on an application by application basis. Factors that will be considered by the EMA review committee may include:

- Ensuring a broad number of sectors and regions across Ontario benefit from the program.

Payment Terms:

The payment clause in the EMA legal agreement stipulates that payment of 25% of eligible costs will be made upon contract signing. The balance will be reimbursed upon submission by the applicant, following completion of the activities/project, a detailed report on project progress to include details on performance achievements upon project completion, and a financial report detailing costs incurred and revenues along with supporting documentation such as receipts and invoices. Upon approval and acceptance of the final report, the OCC will reimburse the applicant for the balance of 25% of eligible costs not to exceed the amount stipulated in the contract document.

How to Submit an Application:

The application form consists of two sections. Section 1 provides us with basic information about you and your company and determines eligibility under the program criteria. Section 2 collects information specific to the activities for which you are applying for funding.

All of the forms required to submit an application can be accessed, completed and submitted online.

Steps:

1. Got to our web site at: www.exportaccess.on.ca.
2. Read the eligibility criteria and conditions for participation
3. Check your eligibility online, and if you are eligible you will be taken to the Application Form
4. Complete the form and click on the "submit" button.
5. Complete, sign the corporate citizenship declaration form and fax to: (416) 482-5879.

FOR MORE INFORMATION

Visit our Web site at: www.exportaccess.on.ca or call us at 416-482-5222.

APPENDIX A: Export Marketing Access Application Form

SECTION 1 - BUSINESS INFORMATION & ELIGIBILITY					
Company's Full Legal Name					
Trading/Operating Name (if applicable)					
Type of Business Entity <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietorship Other <input type="checkbox"/> _____ (such as a joint venture)					
Date Business Registered/Incorporated		Registration #		Under Laws of (e.g. Ontario, Canada)	
Mailing address (Include street address, city/town, province and postal code)			Telephone No. () -		Fax No. () -
Contact Name:			Title:		
Telephone:					
E-mail address:			Web site:		
Brief description of type of business (products and services and past exporting experience in foreign markets)					
Industry Sector:			Fiscal Year End (month):		
Performance Data for Ontario Operation Only (sales must be reported in Canadian Dollars)					
See Note 1 Below	2006/2007	2007/2008	Export markets (list markets you are currently exporting to – see Note 2 below)	No. of years in each export market	% of export sales in each market
Total Sales					
Total Export Sales					
% of Export Sales to Total Sales					
Total Number of Employees (or full-time equivalents)					

Note 1: If financial data is not available for the full 2007/2008 year, please provide interim data and specify the number of months included in the interim data.

Note 2: If selling to the United States, please indicate region – North East, South East, Mid West, South West, West

Section 2: PROJECT INFORMATION

Specify the Activities for which Funding is being requested (check all that apply):

Direct Contacts Marketing Tools Market Research Foreign Bidding Projects

Description of Activities to be Undertaken and the Target Export Market

Do you have an international marketing/market entry plan? Yes (please attach a copy) No (If no, provide evidence that your product or service can be accepted into the target market).

Have you consulted with a representative from the provincial and/or federal government in the past 12 months to obtain advice on opportunities in the market you are currently targeting? Yes (please specify the nature of the service/advice provided) No

Description of the challenges your company is currently facing and how the application for funding will assist in overcoming those challenges.

Describe and quantify the potential in the export market your company is currently targeting in this application (*i.e. size of market, competition in the market, product/service advantage*)

List and description of expected results that are quantifiable and how these results will be measured and the performance indicators (quantitative and qualitative) that will be tracked. <i>See Appendix B</i>			
Project Start Date		Project End Date	
PROJECT COSTS		FINANCING	
<i>Please be advised that the project costs must be less than or equal to your financing sources. If the cost is greater than the financing sources, you will not be able to proceed with your application and must correct the amount.</i>			
<i>Type of Cost</i>			
<i>(itemized – where applicable attach copies of quotations from third party suppliers)</i>	<i>Amount (\$)</i>	<i>Financing Sources</i>	<i>Amount (\$)</i>
		Applicant's Resources	
		Other sources (please specify)	
		Amount being requested from EMA	
<u>Total</u>		<u>Total</u>	

AUTHORIZATION: The Applicant hereby authorizes the Ontario Chamber of Commerce (OCC) or its authorized agent to contact (i) the Applicant's banker(s), accountant, solicitor and insurance agent; (ii) law enforcement agencies; and (iii) credit bureau(s), to verify the information concerning the affairs of the Applicant described in this application, to obtain such credit bureau and other reports as the OCC or its authorized agent considers reasonably necessary to assess this application, and to disclose the results of their investigations to each other. The Applicant agrees to take such steps as may be necessary to authorize its banker(s), accountant, solicitor and insurance agent to disclose to the OCC or authorized agent such information as may be required for the purposes set out above.

CERTIFICATION: As the lead contact and as an authorized signing officer of the Applicant, I certify to the OCC that:

1. The principals of the Applicant have been notified of and have consented to release and disclosure to OCC of their personal information pursuant to section 39(1) of the Freedom of Information and Protection of Privacy Act RSO 1990 as amended, and will provide evidence of such consent upon request of OCC.
2. The information contained in this application, which includes financial information and other supporting documentation submitted herewith, is true and complete in all respects. If the OCC discovers that this application contains a material misrepresentation, this application shall be deemed to be withdrawn immediately by the Applicant.
3. The Applicant is currently in substantial compliance with all municipal, provincial and federal requirements and knows of no upcoming actions or orders pending by any local, provincial or federal government or regulatory body or of any actions before the courts or pending court review.

The Applicant agrees to provide any additional information that the OCC or its authorized agent may reasonably require for purposes of assessing this application and administering the Program. The Applicant acknowledges that the information provided in this application and may be shared with other entities such as governments and or authorized agents for the purposes of assessing this application and administering the Program and satisfying accountability and reporting obligations.

Authorized Signature <i>How do they sign if they submit it online?</i>	Name (Print)
Title	Date

The Applicant acknowledges and agrees that all communications between the Applicant or its agent and the OCC in respect of this Application shall be conducted solely with designated officials within the OCC.

The Applicant acknowledges and agrees that the Program is a discretionary non-entitlement program and that funding is awarded on a competitive basis. This means that even if an application meets all of the program criteria, there is no guarantee that funding will be awarded, as there may be other projects that more effectively meet program objectives. All applicants whose applications are approved will be so notified in writing.

The Applicant acknowledges that any approved application/project will be the subject of public announcements, such announcement to include the name of the Applicant, the level of funding provided and the geographic location of the applicant.

Notice: The personal information that is contained in the application is collected pursuant to s. 39(1) of the Freedom of Information and Protection of Privacy Act, RSO 1990, c.F.31, as amended, will be used to assess this application and administer the Export Market Access: A Global Expansion Program fund. All personal information collected from and provided by the applicant will be protected by the Personal Information Protection and Electronic Documents Act (2000, c.5)
 Questions about the collection of this personal information may be addressed to Lesley Cole at 416-482-5222 ext 239.

For inquiries please contact:

Lesley Cole, International Trade Consultant at 416-482-5222 ext 239, or lesleycole@occ.on.ca.

APPENDIX B: Measurement of Results

Applicants will be required to provide quantitative and qualitative measures to demonstrate the successful completion of activities contained in the funding proposal.

Such measures to include:

- Estimated dollar value of new business expected within one year of the activity
- Dollar value of new export sales in the targeted market
- Number of new jobs created as a result of increased export sales
- Number of qualified new leads generated
- Number of product certifications in target market
- Improvements in the company's capabilities and export practices (new client programs, ability to support client requests)
- Success of the bid application

APPENDIX C: Corporate Citizenship Declaration

The undersigned _____(name) the _____

(position) of _____(name of company), which is duly registered under the laws of Canada and/or the Province of Ontario and carries on business in the Province of Ontario, on behalf of the said company declares and certifies as follows:

i. _____(name of company) is in compliance with all applicable Canadian, provincial (including but not limited to the Environmental Protection Act and the Ontario Water Resources Act) and local laws, rules, orders and regulations governing any hazardous substance, gas or liquid or any other substance which is prohibited, controlled or regulated under such laws, rules, orders or regulations.

ii. That said company is in compliance with all applicable laws, regulations and orders and has observed all requirements of governmental authorities, and all statutes and regulations which could affect the operations of the company and its facilities, or its business, or assets or credit, or which relate to public and employee health and safety (including but not limited to the Occupational Health and Safety Act).

iii. That said company is duly registered under the laws of Canada and/or the Province of Ontario and is in good standing, and has no criminal convictions or civil judgments against it.

Signed in (city)_____Ontario on this day_____ of _____(month, year).

Print Signatory Name & Title

Signature

Company Name

Print Witness Name

Signature

Complete, sign the declaration form and fax to: **(416) 482-5879.**

