



# Export Marketing Assistance Program 2020

**Ontario's North Economic Development Corporation (ONEDC)** is pleased to announce a re-launch of our highly successful Export Marketing Assistance (EMA) Program. During these uncertain and difficult times, it is more important than ever for Northern Ontario firms to explore and initiate new approaches for business development in export markets. This program is designed to support export-ready companies, associations and not-for-profit entities to engage in export marketing and sales activities outside of Ontario.

As part of the Northern Ontario Exports Program, EMA is delivered by ONEDC and funded by FedNor with the support of the Northern Ontario Heritage Fund Corporation. This program is designed to 'kick open the doors' to new markets outside of Ontario for the many innovative products and services offered by Northern Ontario companies. EMA is now open to not-for-profit entities who have a mandate to support export-ready companies.

We are now accepting applications for export marketing and business development projects that can be completed by March 31, 2021. If you are serious about growing the export potential of your business, this program provides timely financial assistance to help you engage international and out of province clients in an increasingly complex global market, expand your marketing reach outside of Northern Ontario, and solidify revenue streams from a broader geographic customer base.



## Who is Eligible?

- Private sector firms established and operating in Northern Ontario that are currently exporting and/or have proven export-ready product/services and capacity;
- Not-for-profit organizations engaged in export marketing and sales activities that support export development of Northern Ontario private sector firms;
- Applicants must have previously completed the Strategic Export Marketing Program or can demonstrate preparedness and capability to participate in export initiatives;
- Minimum annual sales of \$500,000 (private sector);
- Must be a registered business entity (either provincially or federally) for a minimum of two years;
- Applicants must be in full compliance with all government laws and regulations;
- Not receiving any other contributions from public funds towards the specific activities contained in the funding application;
- Companies can apply for support of NEW export development projects based on the following:
  - ▶ up to \$10,000 or maximum of 50% of total eligible project costs up to \$49,999
  - ▶ up to \$20,000 or maximum of 40% of total eligible project costs between \$50,000 and \$99,999
  - ▶ up to \$30,000 or maximum of 30% of total eligible project costs over \$100,000



All applications received will be evaluated based on the anticipated results your company or organization desires to achieve as a result of your export activity. These include expected new revenues, new jobs created, new products being certified for the target market (if applicable); and other measureable benefits or developments that may occur as a result of the proposed activities.

The EMA Program supports companies or organizations with exportable products or services from sectors including mining, forestry, manufacturing, fabrication, biotechnology, transportation, energy, digital economy, and more. As program funding is limited, please contact us to find out more about the EMA Program and to discuss your company's or not-for-profit organization's eligibility.

### What export marketing costs are eligible?\*

- Marketing and sales activities related to outgoing trade missions
- Booth rental and related exhibition costs
- Translation services designed to promote your products and services in targeted markets
- In-market activities (show guide, mail-out, other)
- Return economy airfare for a maximum of two employees
- Meals and accommodations for a maximum of two employees with a maximum per diem of \$150 per day, per person
- Matchmaking activities (pre-arranged meetings, preparation of company profiles, other)
- Product testing (to meet foreign standards and certification)
- Marketing and promotional materials
- Developing display panels, pavilions and information booths
- Market research and intelligence
- Ground transportation
- Website enhancement/development related to export development

\* Other costs not stated here may be deemed eligible at the discretion of the evaluation committee. The EMA committee has the right to determine the eligibility/ineligibility of all activity costs noted in your application.

## Are you serious about growing your export revenue?

### What costs are considered ineligible?

- Capital costs
- Expenses not directly associated with the project and/or deemed unrelated to export marketing
- Training costs
- Mileage
- Travel and accommodations within Ontario
- Feasibility studies
- Proposal preparation
- Alcoholic beverages
- Gratuities
- Personal email/telephone or other telecommunication charges
- Refundable taxes (refundable HST should not be included as an eligible cost)
- Costs incurred in advance of final application receipt
- Costs related to projects completed in the past (eligible costs must be for activities previously applied for and approved through the marketing assistance program)

### How to apply?

EMA funding is for projects approved in 2020 and completed by March 31, 2021. For inquiries and to request an application form, please contact:

#### Elena Zabudskaya,

Acting Project Manager, Northern Ontario Exports Program,  
[elena.zabudskaya@greatersudbury.ca](mailto:elena.zabudskaya@greatersudbury.ca)

#### Scott Rennie,

Program Advisor, Northern Ontario Exports Program,  
[scott.ennie@greatersudbury.ca](mailto:scott.ennie@greatersudbury.ca)

**Applications will be reviewed on a first come first serve basis. As program funding is limited, there is no guarantee that all applications meeting program criteria will be approved.**