



Canada



Northern Ontario Exports Program Application for Strategic One-on-One Export Marketing Program

Corporate details for applicant company or business unit:

Company or Unit Name: _____

Mailing Address: _____

Business Address: _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Site: _____

Annual sales to the mining sector:	\$0 – \$500K	___	\$500K - \$1 M	___
	\$1 – \$2M	___	\$2M – \$5M	___
	\$5 – \$10M	___	\$10 - \$20M	___
	\$20 M +	___		

Percentage of mining sector sales sold in Canada outside of Ontario: ___ %

Percentage of mining sector sales exported to areas outside of Canada: ___ %

Number of employees serving the mining sector: _____

Names of Key Personnel:

President: _____ Tel #: _____

Finance: _____ Tel #: _____

Sales / Marketing: _____ Tel #: _____

Key Contact for this Program:

Name: _____ Title: _____

Tel #: _____ Fax: _____

E-mail: _____



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Products and Services:

Please provide a brief description of products / services supplied to the mining industry:

If different from above, give a short description of mining products and/or services that you currently export or have export potential:

STRATEGIC PLANNING AND MARKETING:

Do you currently have a written strategic plan? Yes ___ No ___

Do you currently have a written marketing plan? Yes ___ No ___

(Please attach copies of any written strategic and marketing plans with your application)

How many employees are engaged in sales and marketing? _____

Indicate which best describes your current target markets and/or client base:

Local ___ Regional ___ Canada ___ International ___

Please state which countries, if any, you have shipped / supplied products or services to over the past 3 years: _____



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Indicate the continents/regions in which you feel there is a demand for your mining products or services and which you are interested in pursuing:

North America ___ South America ___ Africa ___

Asia Pacific ___ Middle East ___ Europe ___

Eastern Europe & Former Soviet Union ___ Mexico ___

Indicate which of the following marketing tools you currently utilize (check all that apply):

Web Site ___ Sales Training ___ E-commerce ___

Sales Calls ___ Trade Shows ___ Publicity ___

Conventions ___ Media Releases ___ Local Reps ___

Brochures ___ Lead Generation ___ Social Media ___

Newsletter ___ Telemarketing ___ Ad campaign ___

Plant Tours ___ Customer Service ___ Databases ___

Demos ___ Workshops ___ Tech. Papers ___

Market Research ___ Direct Mail / Fax / Email ___ Strategic Alliances ___

Promo Items ___ In Market Intel. ___

What do you hope to achieve by participating in this program?

Four horizontal lines for writing the answer to the question above.



Strategic One-on-One Export Marketing Program

Participant Agreement Form

We hereby declare that:

1. We understand that if our application for participation in the One on One Strategic Export Program is accepted, we will be eligible to receive consulting services valued at up to \$15,000.
2. We understand that the program involves participation of several of our senior decision makers for the Strategic Planning component of the program.
3. We understand that an investment of roughly 20-40 person-days will be required to complete the program. The variance depends on the size of your company and number of participants.
4. We confirm that the company has sufficient resources, both financial and human, to deliver on the potential increase in business activity that may result by implementing an export strategy.
5. We understand that the program may be promoted publicly to provide an opportunity for other firms to benefit and learn from our experiences. We agree to assist with media interviews and to provide our company profile as well as report on any successes we have garnered via the Strategic 'One on One' Export Marketing Program.
6. We understand that the decision as to which applicants best meet the goals of the program will be made by a selection committee of program representatives and that their decision will be final.
7. We understand that there is a \$3,000 participation fee, \$1,500 is due upon commencement of the program and the remaining \$1,500 upon completion. With our paid participation in the program, we understand that we will be eligible to access up to \$10,000 in Export Marketing Assistance funding as a first time applicant in 2017 for projects completed by Spring 2018.

Please accept this application for our participation in the program.

Company: _____

Name: _____ Title: _____

Signature: _____ Date: _____

Please forward completed applications to:
Ontario's North Economic Development Corporation (ONEDC)

Att: Scott Rennie, Project Manager, Northern Ontario Exports Program
Email: scott.rennie@sudbury.ca
Fax: (705) 671-6767
Tel: (705) 674-4455 X4403