

# NORTHERN ONTARIO EXPORTS PROGRAM EXPORT MARKETING ASSISTANCE

Program Guidelines 2023 - 2024

## OVERVIEW

**i** The Northern Ontario Exports program provides timely financial assistance to help export-ready small and medium enterprises, industry associations, and not-for-profit organizations from across Northern Ontario to kick open the doors to new markets.

The program is an initiative of Ontario's North Economic Development Corporation and is generously funded by FedNor and the Northern Ontario Heritage Fund. Since 2011 the program has supported more than 500 export-building initiatives led by companies and organizations with product and service exports from sectors ranging from mining, forestry, manufacturing, fabrication, biotechnology, transportation, renewable energy, and digital economy to consumer-packaged goods.

For companies and organizations serious about growing the export potential of their sector or business, we offer the Export Marketing Assistance program.

The Export Marketing Assistance program assists organizations to target markets outside of Ontario by assessing and initiating marketing and business development in new export markets. Eligible activities include:

- Market research, in-market intelligence, and matchmaking
- Market-specific marketing materials (traditional and digital)
- Website development, updates, and search engine optimization (SEO)
- Product labeling for export markets.
- Participation in in-market events (trade shows and missions)
- Intellectual property protection and market-specific certification
- Translation and interpretation.

## Who is Eligible?

**i** Export-ready small and medium enterprises, industry associations, and not-for-profit organizations from across Northern Ontario are eligible to apply.

- Eligible Northern Ontario-located small and medium-sized enterprises from any industry sector must:
  - be for-profit.
  - be an incorporated legal entity, limited liability partnership (LLP), or cooperative.

- have a Canada Revenue Agency business number registered for a minimum of 2 years
- employ fewer than 500 full-time equivalent employees
- have a minimum of \$100,000 declared revenue in Canada during its past fiscal year
- have an export-ready product or service.
- Not-for-profit organizations engaged in export marketing and sales activities that support export development of Northern Ontario private sector firms
- Applicants must be in full compliance with all government laws and regulations
- Organizations with an existing, open EMA project are not eligible to apply.
- Organizations that have received \$30,000 in total prior project reimbursements (since 2020) have reached maximum allocation and are ineligible to apply.

## What Export Marketing Costs are Eligible?

**i** To be eligible, all project activities must be undertaken after the date of Advisory Committee approval and be completed by February 29, 2024.

- All activities must target markets and customers outside of Ontario.
- Market research and in-market intelligence
  - Commissioning new or purchasing market intelligence (research, market evaluations, reports, studies, and contact lists)
  - Identification of key contacts, facilitation of business-to-business (b2b) meeting programs, and matchmaking
- Expert advisory and intellectual property protection and certification
  - Applying for intellectual property protection in international markets
  - Applying for certification in non-Ontario markets
  - Seeking expert legal, tax, and regulatory advice specific to non-Ontario markets
- Marketing
  - Design of product labels specific to the target market
  - Search Engine Optimization
  - Online advertising on social media platforms, online marketplaces, and search engines specifically targeting non-Ontario and international markets.
- Translation and Interpretation
  - Translating, adapting, or creating marketing materials specific to the target market
  - Interpreter to facilitate teleconference/videoconference meetings or in-person interactions with key contacts from target market(s)
- Participation in virtual and in-market activities
  - Attending virtual trade shows, networking functions, meetings, or conferences specific to the export market
  - Visits to non-Ontario and foreign markets for

- In-person participation at trade shows, networking functions, meetings, or conferences with confirmed dates
  - Participating in a trade mission
- Travel costs
  - 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
  - Ground transportation (taxis, rental car, fuel)
  - Mileage is not an eligible expense.

## What Costs are Ineligible?

**i** In-house, core, and recurring business activities are not eligible expenses.

- In-house expenses, such as employee salaries
- Expenses considered “core business” and not specifically designed for the target market(s). These include:
  - “Core” marketing and promotional materials that support operations in Ontario.
  - Creating a Canadian website or software development and sales platform.
  - Ongoing, regular operational activities including product development, production, and distribution expenses
- Capital costs, office supplies, and overhead expenses
- Subscriptions, licenses, and other fees for recurring or ongoing services
- Training costs
- Mileage
- Travel and accommodations within Ontario
- Feasibility studies
- Proposal preparation
- Alcoholic beverages
- Gratuities
- Personal email/telephone or other telecommunication charges
- Any refundable portion of taxes, duties, or other items for which a refund or rebate is available (e.g., refundable HST, carbon credits)
- Costs incurred in advance of application approval by the Advisory Committee or after February 29, 2024
- Any expense receiving contributions from other public funds

## Funding Available

**i** A maximum of \$10,000 (or 50% of eligible costs) is available.

Maximum support for approved NEW incremental export development projects is based on the following:

- The lesser of \$10,000 or a maximum of 50% of total eligible project costs
  - E.g., A project with a total of \$21,000 of eligible project costs can receive a maximum of \$10,000 in support.
  - E.g., A project with a total of \$9,000 of eligible project costs can receive a maximum of \$4,500 in support.

## Intake and Assessment Process

**i** Export Marketing Assistance applications are reviewed and approved by an Advisory Committee composed of ONEDC representatives.

Applicants must submit a complete “**Export Marketing Assistance Application Form**”.

It is strongly advised that applicants engage program staff prior to applying. Staff will advise on project suitability and provide recommendations that maximize the project’s potential for success.

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

All applications received will be evaluated by the Advisory Committee based on the anticipated results your company or organization plans to achieve through the proposed export activity. These results include expected new revenues, new jobs created, new products being certified for the target market (if applicable), and other measurable benefits or developments that may occur because of the proposed activities.

Other activities may be deemed eligible at the discretion of the Advisory Committee. The Advisory Committee has the right to determine the eligibility/ineligibility of all activity costs noted in your application.

For successful applications, the time from final application to project contracting is typically less than two months.

## Contracting

**i** All approved recipients must sign a Conditional Contribution Agreement.

All recipients approved by the Advisory Committee are required to sign a **Conditional Contribution Agreement**, which is entered into with the City of Greater Sudbury on behalf of Ontario’s North Economic Development Corporation (ONEDC). The terms and conditions of the approved funding, including payment terms and company contribution, will be outlined in the agreement.

As outlined in the Contribution Agreement, recipients must also provide a **Certificate of Insurance** proving that the required policy of Commercial General Liability insurance has been secured.

## Claim Submission

**i** Expense reimbursement requires outcomes reporting and a detailed accounting of expenses incurred.

To request payment upon successful completion of project activities, recipients must request a **Claim Submission Form** from program staff. This mandatory form provides recipients with the opportunity to discuss and substantiate project performance, outcomes, and expenditures.

In addition to discussing and quantifying project outcomes and forecasted impacts, this submission must also provide a detailed accounting of, and proof of, all incurred eligible expenses.

To be processed, the submission template must be completed and include:

1. Copy of all invoices
  - Each invoice must detail the work undertaken. This explanation must reference the project and the eligible project activity as outlined in the contribution agreement.
  - Each invoice must be numbered.
2. Copy of all proofs of payment
  - Actual payments must be proven by providing a credit card statement, bank statement, or canceled cheque that itemizes the date, amount, and payee.
  - Each proof must be numbered.
3. No HST
  - All refundable HST costs are not eligible costs and must be deducted from the claim request.

## CONTACT US

To determine your project's suitability or for assistance with your application or claim, please contact:

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