

NORTHERN ONTARIO EXPORTS PROGRAM CUSTOMIZED EXPORT DEVELOPMENT & TRAINING

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 business, we offer the Customized Export Development Training program.

The Customized Export Development Training (CEDT) Program provides funding support for export-ready companies to hire the services of a qualified expert(s) to enhance their export performance through training and/or strategic planning activities such as:

- Strategic export planning
- Sales skills and performance management
- Operations and productivity (e.g., LEAN)
- Procurement, inventory, and supply chain management
- Marketing
- Channel development
- Cultural awareness

Who is Eligible?

i Export-ready small and medium enterprises 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.
- Applicants must be in full compliance with all government laws and regulations.
- Organizations with an existing active CEDT project are not eligible to apply.
- Organizations that have received \$21,000 in total prior CEDT project reimbursements (since 2020) have reached maximum allocation and are ineligible to apply.

What Training and Planning 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.

The CEDT program will only reimburse third-party experts hired by your company and will not support internal wages/salaries or other internal costs.

Eligible export training and planning services include but are limited to:

- Strategic export planning and development
- Sales skills development and coaching
- Sales performance management and planning
- How to use inbound marketing as a tool for generating sales
- How to conduct marketing/sales gap analyses and develop responsive plans
- International sales training
- How to create and communicate effective value propositions
- How to find, train and work with agents/distributors
- Cultural training for foreign market entry
- Operational and/or productivity training and planning that directly impacts exports (e.g., supply chain management, inventory management, LEAN manufacturing)

Costs incurred and substantiated by the third-party expert that are eligible for reimbursement include:

- Itemized service fees
 - For each activity/deliverable
 - Number of hours/days required
 - Fee per day/hour
- Meeting costs

- Room rentals
- Audio-visual requirements
- Materials e.g., the printing of training guides
- Travel costs
 - Return economy airfare
 - Meals and accommodations with a maximum per diem of \$150 per day, per person
 - Ground transportation (e.g., taxis, rental cars, fuel)

What Costs are Ineligible?

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

- Any in-house expenses, capital costs, office supplies, and overhead expenses including employee salaries
- Training or planning expenses related to “core business” and not specifically designed for export purposes.
- Subscriptions, licenses, and other fees for recurring or ongoing services
- Mileage
- 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 June 30, 2023.
- Any expense receiving contributions from other public funds

Funding Available

i A maximum of \$21,000 (or 70% of eligible costs) is available.

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

- The lesser of \$21,000 or a maximum of 70% of total eligible project costs
 - E.g., A project with a total of \$40,000 of eligible project costs can receive a maximum of \$21,000 in support.

- E.g., A project with a total of \$25,000 of eligible project costs can receive a maximum of \$17,500 in support.

Intake and Assessment Process

i Customized Export Development Training applications are a two-step process reviewed and approved by an Advisory Committee composed of ONEDC representatives.

Interested parties can request a '**Customized Export Development Training Step 1 Application Form**', which will provide the overall details of your proposed project and eligibility criteria.

At the discretion of ONEDC, companies with eligible projects will be invited to submit a robust '**Customized Export Development Training Step 2 Application Form**' that will ask for a detailed project outline and proposed timelines of the desired training and/or planning initiatives.

Applicants will also be required to include a detailed quote from the desired third-party consultant along with their qualifications to complete the project.

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.

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 a 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:

| | |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| <p>Jenni Myllynen Program Manager jenni.myllynen@greatersudbury.ca 705-674-4455 x4428</p> | <p>Nicolas Mora Program Coordinator Nicolas.mora@greatersudbury.ca 705-674-4455 x1448</p> |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|