

For more information, interested exporters should consult the Ontario Development Corporation at any of the 10 regional offices or at their head office at:

56 Wellesley Street East
Toronto, Ontario
M6A 2E7
Tel.: (416) 956-4622

7. Manitoba

The Trade Branch of the Department of Industry, Trade and Technology administers the Trade Assistance Program, which assists provincial companies in developing new markets or introducing new products into existing export markets. Preference is given to small and medium-sized manufacturers.

In the case of solo participation at trade fairs, cost-sharing assistance is provided, subject to specified ceilings. Eligible costs include rental of display space, furniture, and other equipment, return economy airfare for one representative, display freight costs, and display construction and dismantling costs.

When groups of companies participate in a trade fair the amount of assistance available to each participant will vary depending on the project. Normally, eligible costs will include rental of display space and equipment, display construction and dismantling. Participating firms are responsible for all transportation, freight and accommodation expenses.

Cost sharing assistance is available for transportation costs for one representative of each company to support companies participating in a trade mission. Assistance is subject to specified ceilings and is limited to two applications per company per year.

The Department also supports visits of foreign buyers, agents and distributors, food product label design and travel for meetings with incoming missions at out-of-province locations.

For more information, contact:

Trade Branch
Department of Industry, Trade and Technology
Government of Manitoba
155 Carlton Street, 5th Floor
Winnipeg, Manitoba
R3C 3H8
Tel.: (204) 945-2466

8. Saskatchewan

The Saskatchewan Department of Economic Development and Trade administers the Aid to Trade Program, which is intended to encourage export activities by the province's manufacturing community. Eligible projects are those which involve either the introduction of a new product or the development of a new market for an existing product.

Market research expenses that are incurred to define prospective markets or target markets, to determine product acceptance, or to develop market strategies are eligible for 50 per cent reimbursement when this research is performed by a professional market research agency. Market studies intended to determine the feasibility of producing a product are not eligible for assistance.

Product advertising and promotion costs are eligible for up to 50 per cent reimbursement of insertion costs for trade journals, magazines, newspapers, electronic media and brochure or pamphlet publications. Assistance is restricted to pre-printing costs in the case of product brochure publications.

Assistance is available for trade fairs, for up to 100 per cent of the cost of space rental. Applications to a maximum of two visits to a particular fair will be considered.

Travel assistance is provided for trade missions to enable new market areas to be established through personal contact. Normally, up to 100 per cent of actual transportation costs can be reimbursed under this section. The costs of accommodation, meals, entertainment and other related costs are not covered.

Assistance can be provided for up to 50 per cent of transportation, and per diem costs incurred on behalf of incoming buyers.

Approved applicants may be reimbursed for up to 50 per cent of the total transportation costs incurred in providing sample shipments to potential customers.

The Department also administers the Market Development Fund, which is available on a cost-sharing basis to support market exploration, development, and expansion activities carried out for Saskatchewan agricultural products.

For more information on these programs, interested exporters should contact:

Department of Economic Development and Trade
Bank of Montreal Building, 3rd Floor
2103-11th Avenue
Regina, Saskatchewan
S4P 3V7
Tel.: (306) 565-2232
Telex: 071-2675

9. Alberta

The Market Development Assistance Program provides assistance to Alberta businesses by sharing eligible expenses incurred in entering new export markets. To be eligible, projects must be specific, involve geographic areas that are new to the applicant, include substantial Alberta content, and be unlikely to take place without grant assistance.

The following activities are eligible for cost-sharing:

- Market identification trips;
- Trade fairs and exhibitions;
- Incoming buyers' visits; and
- Outgoing sales trips.

A per diem allowance is available for up to five days in any one country and for up to 14 days overall for any one project. Costs related to participation in a trade fair will normally be shared at a rate of 50 per cent. Transportation costs, including travel costs for incoming buyers, will also be shared at a rate of 50 per cent for return economy airfare. A per diem allowance is also available for up to five days for incoming buyers. The total grants allowed per applicant within any one fiscal year are subject to specified ceilings.

The Department of Economic Development, which administers this program, also offers support under the Export Services Support Program which can be considered for Alberta companies to assist in paying the costs of contract bidding or of preparing prefeasibility and feasibility studies. This Department also operates a working capital loan guarantee facility to assist eligible exporters.

For more information contact:
Alberta Economic Development
International Trade Branch
Sterling Place
11th Floor
9940 106 Street
Edmonton, Alberta
T5K 2P6
Tel.: (403) 427-4809
Telex: 037-2197