

7. Manitoba

The Trade Branch of the Department of Industry, Trade and Tourism 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 and travel for meetings with incoming missions at out-of-province locations.

The Marketing Plan Program provides support of up to 50 percent, subject to specified ceilings, to retain an outside consultant to carry out market research and/or to design promotional materials for export sales.

For more information, contact:

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Department of Industry, Trade and Tourism
Government of Manitoba
4th Floor, 155 Carlton Street,
Winnipeg, Manitoba, R3C 3H8
Tel.: (204) 945-2466
FAX: (204) 957-1793

8. Saskatchewan

The Saskatchewan Department of Economic Diversification and Trade administers the following trade programs:

The Trade Opportunities Program (TOP) is intended to encourage export activities and the training of exporters' specialists. The program covers 50 percent of the salary of a graduate employee hired to promote exports and the travel expenses of that employee to specified ceilings.

The Export Marketing Assistance Program (EMAP) is intended to meet the short term, immediate marketing needs of Saskatchewan exporters. Activities which may qualify include: trade missions, trade fairs, incoming buyers, sample shipments, promotional materials and legal, license and package design costs. Support varies from 50 to 100 percent of qualifying activities, with certain maximums. The program is designed to assist Saskatchewan based non-government manufacturers, producers, processors or consultants with a Saskatchewan made product or service already being exported or ready for export outside the province, and requiring assistance on specific limited scale export marketing activities which the exporter would not or could not undertake alone.

The Strategic Marketing Initiatives Program (SMIP) provides a longer term, strategic approach to market development. The program cost shares up to 50 percent of the creation and implementation of comprehensive,

multi-year strategies for market identification, penetration and continuing development. The program is for Saskatchewan based, non-government exporters, potential exporters and industry associations. Preference will be given to small and medium sized companies which are in a position to undertake longer term market development activities on a sustained basis. Proposals will be assessed against the strategic trade development interests of the Saskatchewan government. The focus of proposed projects should be on high potential, non Canadian markets; however, out-of-province Canadian marketing initiatives will also be considered.

For more information contact:

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& Trade
International Division
8th Floor, 1919 Saskatchewan Drive
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Tel.: (306) 787-0904
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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 an expert loan guarantee program to facilitate exporting for eligible Alberta companies.

For more information contact:

Alberta Economic Development and Trade
Business Finance Development Branch
7th Floor, Sterling Place
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Edmonton, Alberta, T5K 2P6
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10. British Columbia

New Market Development Program. British Columbia companies engaged or interested in export markets may receive financial assistance for new market development projects. The assistance is intended to reduce financial risk by undertaking marketing projects, is provided on a cost sharing basis and is repayable if the project results in successful sales for the company. The program has minimal requirements for reporting and