

- be registered in the Department's World Information Network (WIN Exports), or Industry Canada's Business Opportunities Sourcing System (BOSS). (Registration information for these data bases is available at the International Trade Centres.);
- have fulfilled reporting and repayment requirements on any and all previous Canadian Government assistance.

The companies also must have:

- a demonstrated capacity to undertake the plan, with consideration being given to the requirements for ongoing domestic work as well as the incremental resources required for the proposed activities;
- the management structure and competence to undertake and bring the proposed activities to a successful conclusion;
- the financial capacity to underwrite the plan. This would include, inter alia, sufficient working capital, net worth and profit margins, to finance the market development activities;
- sufficient free production or service capacity to supply the additional demand of the market being sought;
- the marketing capacity to undertake the proposal - a sound marketing plan, proper management personnel and adequate sales personnel (or be in a position to obtain such personnel);
- a proven product or service with a history of sales, in Canada or abroad, and a Canadian content of 50% (trading houses/agents must take title to the product).

INELIGIBLE APPLICANTS

Ineligible applicants include non-profit organizations, publicly funded and owned institutions, crown corporations, crown owned companies, their subsidiaries and affiliates. For the purposes of this criterion, crown or public ownership or control is defined as "more than 50%."

PROJECT ELIGIBILITY

A target market is understood to be a country or a group of countries in a same region or sectoral market or in the case of the United States only, a specific region of the country.

To be eligible for MDS assistance:

- the goals must be based on an international marketing plan, incorporating a variety of activities over the period of the application;
- the strategy/marketing plan should encompass new or incremental export marketing activities that extend beyond normal business activities of the company and should be realistic and likely to succeed;