

ASSESSMENT

The International Trade Centres staff have been provided with skills training in order to effectively work with their clients when assessing the company marketing plans.

Specially trained International Trade Centre officers will work hand-in-hand in assessing the marketing plan

In assessing each application, the officers will take into consideration the following factors:

- company and project eligibility criteria;
- reality and logic of the business' marketing plan;
- indication of chance of success, as estimated from various sources such as Canadian trade representatives at posts abroad and country/sector specialists in External Affairs International Trade Canada and Industry, Science and Technology Canada, both in Ottawa and in the region where the application is being assessed;
- an evaluation of the benefits for Canada as a whole, i.e. amount of direct exports of goods and services, potential for subcontracting, etc.
- any other factor which, in the opinion of the officer, may have a significant impact on the project.

ELIGIBLE COSTS

Reasonable arms-length costs incurred as a result of the implementation of the international marketing plan may be eligible for support providing they are consistent with acceptable marketing practices. Costs are to be itemized in the contribution agreement.

Under the repackaging, approval will be provided for return visits to penetrate a specific market. Shared eligible costs (50%) will include the standard PEMD-type costs such as:

- the cost of return economy international airfare or equivalent transportation costs to visit the target market;
- costs of participating at trade fairs in the target market;
- the cost of return economy international airfare or equivalent transportation costs for foreign buyers to visit the company's Canadian facilities.