

# ***Special Activities***

*Special Activities* provides support for trade associations involved with the implementation of long-term international business plans related to the generic promotion of Canadian goods and services in targeted foreign markets.

It is designed to be an incentive to undertake or to participate in new or incremental export marketing activities that extend beyond normal business activities of the association.

In addition to the foregoing principles of long term commitment, market focus and incrementality, the association's business plan and its activities should be realistic and likely to succeed. It should also embody the principle of risk and cost sharing between industry and government.

The *Special Activities* element contains a separate component to deliver the Agri-food Trade Opportunities Strategies for Agri-food industry associations. This is a joint initiative between Agriculture and Agri-food Canada and the Department of Foreign Affairs and International Trade. More detail on this component is provided in a separate brochure, available on request.