

Marketing:

- developing awareness, acceptance, understanding or usage of a product through activities such as market seminars/workshops in foreign markets, product promotions, product evaluations, etc.
- collection, preparation and distribution of market information
- technical trials, testing and demonstration of products to obtain regulatory approval and customer acceptance
- advertising and promotional materials, sales aids and printed matter designed for generic export promotion activities
- approved costs relating to the production of exhibits for trade shows where generic promotion is appropriate

Training:

- developing and implementing training initiatives to enhance marketing and international business skills
- enhancing customer relations through activities such as customized product specific training for foreign buyers/technicians in Canada

Other:

- consultants' fees to undertake studies, to provide technical services and/or to provide export marketing services
- limited legal, translation and interpretation services in the target market
- other costs that may have a direct bearing on the success of the activity

Applicants are responsible for all other costs.