

adequate sales personnel (or be in a position to obtain such sales personnel);

- a proven product with a history of sales, in Canada or abroad.

The Canadian content of the product destined for export by the company should be 60%.

The company must be up-to-date in its commitments to the Canadian Government.

Preference will be given to companies with annual sales greater than \$250,000 and less than \$50 million.

INELIGIBLE APPLICANTS

Ineligible applicants include public funded institutions, Crown Corporations, Crown owned companies (50% or more) and their affiliates and subsidiaries and non-profit organizations.

PROJECT ELIGIBILITY

A target market is understood to be a country or a group of countries in a same region or sectoral market. To be eligible for MDS assistance:

- the goals must be based on a corporate marketing plan, incorporating a variety of activities over the period of the application;
- no single activity of the marketing plan may represent a significant percentage of the total eligible project;
- the project must indicate the anticipated results in terms of dollar sales at the end of the project;
- the application must be signed by the Chief Operating Officer or equivalent of the company.