

- be currently established and operating in Canada;
- 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 per cent (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 per cent."

PROJECT ELIGIBILITY

A target market is understood to be a country or a group of countries in the 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;