

## **ASSESSMENT**

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

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

- company and project eligibility criteria;
- incrementality and market focus of the activities and commitment of the applicant;
- reality and logic of the company's marketing plan;
- degree of risk and cost sharing embodied in the marketing plan activities;
- indication of chance of success and repayability of the contribution, as estimated from various sources such as Canadian trade representatives at posts abroad and country/sector specialists in the Department of Foreign Affairs and International Trade and Industry 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 plan.

## **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.

Shared eligible costs (50%) will include such costs 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;
- product testing by foreign standards agencies for market certification;
- legal fees for marketing agreements abroad;
- labelling/label compliance;
- return economy international airfare or equivalent transportation costs to Canada for offshore company trainees;
- product demonstration or solo show costs;
- production of a video, literature, brochure or promotional material specifically designed for a target market.

Applicants are responsible for all other costs.