

Everywhere you do business
**The Canadian Trade
Commissioner Service**

CanExport Program

Webinar

March 15, 2016

TCS



Global Affairs Canada
Trade Commissioner Service

Affaires mondiales Canada
Service des délégués commerciaux

Canada

CanExport



Introduction

Business Women in International Trade (BWIT)

- BWIT is a program of Global Affairs Canada's Trade Commissioner Service
- Only national program that provides targeted products and services to help women entrepreneurs to expand their global footprint

CanExport



About CanExport

- Program launched on January 5th 2016
- Provides \$50 million over five years to help Canadian small and medium-sized enterprises (SMEs) take advantage of global export opportunities
- CanExport is one of the building blocks of the government's export strategy

CanExport



Efficient and innovative partnership between TCS and NRC-IRAP

- Low administrative costs for the program: more money directly to SMEs
- Speedy and simple application with little red tape and no costs to applicant
- Online application. Step-by-step questionnaire. Self-intuitive.
- CanExport will endeavour to notify applicants of decision within 25 business days
- No receipts needed with claims
- Both network of clients will be referred to the program

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Eligible applicants

- For-profit company registered in Canada with revenues declared and verified via Canada Revenue Agency, of at least \$200K and no more than \$50 million
- 1-250 full-time equivalent (FTE) employees
- Incorporated legal entity *or* a limited liability partnership (LLP)
- Canada Revenue Agency business identifier number
- No active CanExport project

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Eligible markets

Activities in all countries are eligible, provided Canada has not imposed sanctions that apply to the proposed activities in a given country. Exceptions also apply for activities with individuals or entities against which Canada has imposed sanctions

Target market

« A foreign country where a program applicant plans to carry out a project (i.e., export activity). Applicants may only select one market in which to carry out their project and cannot have exported in that market for at least 24 months »

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Eligible sectors

- The program is open to companies in all sectors
- Exceptions exist for sectors that are already covered by other federal government export support contribution programs.

Ex: the sectors of agriculture, food and beverage and fish and seafood are supported by Agriculture and Agri-Food Canada's [AgriMarketing Program](#).

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Contributions limits

- CanExport will provide SMEs with matching contributions of between \$10,000 and \$100,000 toward export development costs
- It aims to benefit hundreds of companies each year
- 50-50 cost sharing
- The total amount of all Canadian government funding combined or stacking limit, is set at 50 percent of the total eligible project cost
- Consultant fees capped at 25% of total project cost

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Eligible activities and expenses

Must promote export development and go beyond an applicant's core activities, as well as represent new or expanded initiatives and be part of a strategic export business case for the target market. Ex:

- Business travel to target markets to meet with clients or partners
- Participation at trade fairs and trade missions
- Adaptation of marketing tools for a new market
- Business consultant for a custom market research
- Legal fees for certification, IP protection, contract review
- Etc.

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Preparing to Apply

All information can be found in the Applicant's Guide and FAQ which are available on the CanExport webpage

Required information includes:

- Canada Revenue Agency (CRA) number and authorized person in your firm able to sign Contribution Agreement
- Detailed overview of proposed export project
- Assessment of risks and mitigation strategies
- Detailed project budget

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Assessment criteria

Incrementality : Demonstration that the project goes beyond applicant's core activities, represents new or expanded initiatives and yields incremental results.

Export Business Case: A strategy for the target market that shows comp-any is prepared and committed, expected results, details on activities and expenses, demonstration the company has the resources at its disposal to ensure success of this initiative, benefits to Canada, etc.

Alignment with GoC Trade Strategies

Market Potential

Previous History and Export Readiness

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Your Support Network

CanExport Program: www.international.gc.ca/CanExport

NRC-IRAP industrial technology advisors: http://www.nrc-cnrc.gc.ca/eng/irap/across_canada/index.html

Business Women in International Trade (BWIT): Businesswomenintrade.gc.ca

Trade commissioners in Regional Offices or in target markets:

- <http://trade commissioner.gc.ca/network-reseau.aspx?lang=eng>
- <http://trade commissioner.gc.ca/trade-commissioner-delegue-commercial/search-recherche.aspx?lang=eng>

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Connect with BWIT:

Web: Businesswomenintrade.gc.ca

LinkedIn:  linkd.in/bwit-faci

bwit@international.gc.ca



@TCS_SDC

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www.international.gc.ca/CanExport
canexport@international.gc.ca

1-866-203-2454



1-855-464-6009



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