



Northern Ontario Mining Supply and Services Export Marketing Assistance Program

As a mining supply and services company in Northern Ontario, we are pleased to announce a new program whereby you can access up to \$10,000 in export marketing assistance. With more than half of the approximately 500 mining supply and services firms in Northern Ontario stating access to new markets, both internationally and domestically, as a top priority for growth, this program is specifically designed to increase the global reach of your products and services.

As part of the Mining Supply and Services Export Assistance Program, Ontario's North Economic Development Corporation (ONEDC) in cooperation with the Ministry of Northern Development and Mines (MNDM), has created the export marketing assistance program. If you are serious about growing the export potential of your business, this program provides timely financial assistance to help you engage mining clients in an increasingly complex global market, expand your marketing reach outside of Northern Ontario and solidify revenue streams from a broader geographic customer base.



Who is Eligible?

- Mining supply and services companies established and operating in Northern Ontario that are currently exporting or would like to export goods and services are eligible for marketing support up to a maximum of \$10,000 per year or 50% of eligible project costs, whichever is less;
- Companies with a minimum annual sales of \$500,000;
- Registered company (either provincially or federally) for a minimum of two years;
- Companies not receiving any other contributions from public funds towards the specific activities contained in the funding application;
- Sector Associations that have a mandate to provide exporting support to Northern Ontario Mining Supply and Services companies to a maximum of \$30,000 per year or 50% of eligible project costs, whichever is less.

All applications received for export marketing assistance will be evaluated against criteria that includes the total amount of new export sales your company expects to achieve within the target market; the number of new jobs to be created as a result of entry into the target market; the estimated number of new products being certified for the target market (if applicable); and other measurable benefits that may occur as a result of the proposed activities.



Are you serious about growing the export potential of your business?

What export marketing costs are eligible for my company to apply for?*

- Marketing and sales activities related to incoming and outgoing trade missions
- Booth rental and related exhibition costs
- Translation services designed to promote your products and services in targeted markets
- In-market activities (show guide, mail-out, other)
- Return economy airfare
- Matchmaking (pre-arranged meetings, preparation of company profiles, other)
- Product testing (to meet foreign standards and certification)
- Marketing and promotional materials
- Trade mission follow-up activities
- Developing display panels, pavilions and information booths
- Accommodations and meals up to \$150 per person per day for a maximum of two people

* Other costs not stated here may be deemed eligible at the discretion of the evaluation committee. The committee has the right to determine the eligibility/ineligibility of all activity costs noted in your application.

What costs are generally considered ineligible?

- Capital costs
- Expenses not directly associated with the project and/or deemed unrelated to export marketing
- Training costs
- Feasibility studies
- Proposal preparation
- Alcoholic beverages
- Gratuities
- Personal email/telephone or other telecommunication charges
- Refundable taxes (refundable HST should not be included as an eligible cost)
- Costs related to projects completed in the past (eligible costs must be for activities previously applied for through the marketing assistance program)

How do we apply?

An application form can be obtained at www.investnorthernontario.com by following the "Northern Ontario Exports" link.

Companies are invited to submit up to two applications in a calendar year with no more than two distinct export marketing projects per application. Applications will be reviewed on a first come first serve basis. Program funding is limited and there is no guarantee that all applications meeting program criteria will be approved.

All questions and completed application forms can be forwarded to:

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