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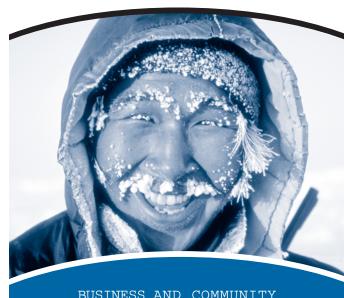
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What Do You Want to Do?

Develop Your Market Promote Your Product



DEVELOPMENT PROGRAMS ARE AVAILABLE
FROM THE

GOVERNMENT OF NUNAVUT, FROM FEDERAL GOVERNMENT DEPARTMENTS, AND REGIONAL INUIT ASSOCIATIONS.





What is the Market Development and Product Promotion Program?

The Market Development and Product Promotion Program provides up to \$15,000 per year for up to three years to help Nunavut businesses make sales of Nunavut products in new markets, or to develop markets for new products or services. The Program also may be used to market tourism, arts & crafts, and renewable resource products This contribution does not have to be repaid.

The Market Development and Product Promotion Program will cover up to:

30% of total costs in Iquit,

70% of total costs in all other Nunavut communities.

Eligibility?

All Nunavut businesses can apply for assistance under this program. Funding may be used for:

A Marketing Campaign

A Merchandising Program

Professional Marketing Fees

Promotional Materials such as catalogues, brochures or displays

Trade and Consumer Shows

Booth rental and transportation of product samples Packaging Design and Development

Consumer evaluation and test marketing

Preparation for Trade Missions or export market

explorations

How Do I Apply for a Contribution?

To apply for a contribution under the Market Development Program, contact your Hamlet's Community Economic Development of Sustainable Development's Regional Office. You will be asked to complete an application form and will probably need to provide a three-year marketing plan that shows how the project will help you get into a new market or market a new product or service.

Additional information may be required.

Will I have to do an audit?

The Department of Sustainable Development will require an examination and review of your financial statements by an independent person.

Find out more at your

Canada-Nunavut Business Service Centre.

Call toll-free: 1-877-499-5199

www.cbsc.org/nunavut

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