

**TRADE
ASSISTANCE PROGRAMS
AND SERVICES
(TAPS)**

**Department of
BUSINESS NEW BRUNSWICK**

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**P.O. Box 6000
670 King Street, Suite 515
Fredericton, N.B. E3B 5H1
TEL: 506-453-3412
FAX: 506-453-3783**

TRADE ASSISTANCE PROGRAMS

PURPOSE:

The Trade Assistance Programs and Services (TAPS) is intended to introduce New Brunswick companies to exporting, and to assist in the development of "new" export markets outside of the Maritimes. Priority emphasis will be on sectors with the greatest potential to contribute to the economy of New Brunswick. The following definitions apply for the purposes of this program:

Exporter: Any New Brunswick company who has not previously accessed up to \$15,000 under previous provincial trade assistance programs from January 1997 to date.

Mature Exporter: Any New Brunswick company who has exceeded the \$15,000 maximum.

GENERAL ELIGIBILITY CRITERIA:

1. Companies must process, manufacture or produce a bona fide exportable product or have an exportable service.
2. May require a formal, written trade strategy that is consistent with company goals and capabilities.
3. Total corporate sales cannot exceed \$10M.
4. Companies accessing TAPS must declare any other funding assistance. No top-ups of programs will be allowed.
5. Companies must be prepared to provide written feedback on activities supported by TAPS.
6. HST is NOT reimbursable.

To apply for assistance, companies must complete the TAPS application form and forward to Export Development, Business New Brunswick.

Meeting eligibility criteria does not imply automatic access to program assistance. Financial support will be dependent upon the potential of the product or service to succeed in targeted export markets.

LIMITATIONS

1. A maximum contribution of \$5,000 per project; a minimum contribution of \$500 per project. Maximum assistance allowed per company is \$15,000.
2. Companies will be allowed only two (2) TAPS within the same market area.
3. Funding levels will be up to a maximum of 50% of eligible costs.
4. A completed application must be received at least 10 working days before the activity begins.

APPLICATION FORM

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I. COMPANY PROFILE:

Company Name:
(include operating name if different than legal name)

Address: _____ Mailing Address: _____

Telephone number: _____ Fax number: _____

Email Address: _____ Web Site Address: _____

Contact person: _____ Title: _____

Ownership of the applicant (i.e. partnerships, sole proprietor, etc.): _____

Is the business incorporated? _____ Year of incorporation: _____

Federal Incorporation _____ Provincial Incorporation _____ Province of incorporation _____
Name of Parent Company (if applicable): _____ List any Related Companies: _____

Date of commencing operations in Canada: _____ Year _____ Month _____

Number of existing employees: _____

Full time _____ Part time _____ Seasonal _____

Type of business: (please give a brief description of your business) _____

Note: (not all types of business are eligible for all funding programs)

II. FINANCIAL INFORMATION

Please attach a copy of your most recent financial statements

	Current Year	Previous Year		
Annual domestic sales	_____			
Annual export sales	_____			
Total annual sales	_____			
	Year 1	Year 2	Year 3	Year 4
Projected incremental sales from project	_____	_____	_____	_____

Sales to the Target Market - Base of Sales *(for PEMD applications only)*:

What are your company's actual (not a projection or an estimate) gross revenues / sales to the target market for the 12 month period immediately prior to the date of submission of this application, or for you last fiscal year?

\$

This is a base of sales which will be used to determine incremental revenue/sales for repayment / payback purposes.

Provide information concerning the potential for job creation resulting from this project

	Year 1	Year 2
estimated permanent jobs to be created	_____	
estimated permanent jobs maintained	_____	

DECLARATION OF THE APPLICANT:

- The information provided in this application is, to the best of my knowledge and ability, complete, true, and correct.
- The reviewing Agency or Department may make any enquiries of such persons, firms or corporations as it deems necessary in order to reach a decision on this application.
- If this request for assistance involves a provisionally repayable or repayable contribution, I am aware of and fully understand the reporting and repayment requirements.

Name and Title of Authorized Official (please print)

Signature of Authorized Official

Date

FOR OFFICE USE ONLY

DATE STAMP

Officer Contact: _____

Organization: _____

Phone: _____

Fax:



TRADE ASSISTANCE PROGRAMS AND SERVICES ELIGIBLE COSTS/LEVELS OF ASSISTANCE

Activities for **Market Reconnaissance**, **Trade Shows** and **out-bound Missions** and **After Sales Follow-up** will be reimbursed as follows:

1. Travel

- a) By air - half the return economy airfare for up to two persons (**see note below under per diem re trade shows**); please submit photocopy of airline ticket.
- b) By road - \$.10 per km to a maximum of half the airfare equivalent; while receipts for gas, meals en route, etc., are preferable, proof that you attended the activity for which you are claiming will be acceptable.

2. Per Diems

A per diem allowance will be provided to help defray costs of accommodation and meals.

Per diem rates:

\$ 100 Canadian per day in Canada

\$ 150 Canadian per day outside of Canada

Maximum number of days allowed: up to 10 days depending on the activity

Note: The number of per diems paid will be adjusted to reflect the amount closest to your actual costs, e.g. if you share a hotel room or do not stay at a hotel you will receive a reduced amount.

Travel days associated with trade initiatives will be covered at the full per diem rate with hotel receipts and at \$50 (CAD) and \$75 (INT) without receipts.

Trade Shows Only: per diems may be charged for up to 2 people, if only one economy airfare is charged.

3. Booth Rental

Companies exhibiting at trade shows are eligible for 50% of show registration fee, 50% of booth space rental and associated costs (i.e. electrical, furniture, carpet, etc), including 50% of round trip shipping of unsold product(s) to be used in the company's booth or \$0.10 per km for hauling of boats. If participating in a New Brunswick pavilion in a trade show, companies will be required to contribute a minimum of \$1,000 toward booth costs. This is **not** an eligible cost for reimbursement.

4. Incoming Buyers

Companies hosting an incoming buyer will be reimbursed for 50% of the return economy airfare (or \$.10/km to a maximum of half the airfare equivalent) for one buyer only per company. If the buyer visits other destinations outside the province on the same visit only the airfare applicable to direct routing will apply.

A per diem of \$100 for three days maximum, may also be offered.

Note: Incoming buyers contributions will not be included in the \$15,000 limit. However, only 3 visits per year per company are eligible.

5. Promotional Materials

Eligible applicants may apply for 50% of costs associated with design, artwork, translation and other **pre-printing** costs of product brochures, catalogues and point of sale material required for specific trade activities. Up to a maximum contribution of \$2000. Must be an arm's length transaction. In-house expertise is not eligible.

6. Initial After Sales Follow-Up

One time only in any new market. Company specific visit by a salaried employee. Up to a 5-day maximum stay per diem and 50% of return economy airfare (or \$.10/km to a maximum of half the airfare equivalent) for one employee.

7. Labelling

To assist in re-design of labelling to meet international market requirements only. 50% of design costs up to a maximum of \$2,000.

8. Conferences

Companies who are speaking at a conference. Speakers must be unpaid and must provide a copy of their presentation with their claim for reimbursement. 5-day maximum per diem and 50% of return economy airfare for one person (or \$.10/km to a maximum of half the airfare equivalent).

9. Media /PR Assistance

50% Contribution up to a maximum of \$1,500 toward design of PR/Media promotions package for trade publications and related activities. Must be an arm's length transaction and related to a designated trade activity.

MATURE EXPORTERS

In addition to meeting the general criteria outlined above, the following criteria are required of mature exporters:

- Companies must be registered in the WIN Exports and Source NB databases.
- Initiatives must be for ***new market*** development.
- Only one trade activity per fiscal year is permitted. This one activity may be funded to a maximum of \$5,000.

TRADE ASSISTANCE SERVICES PROVIDED BY THE EXPORT DEVELOPMENT DIVISION OF BNB

- Identification of Trade Opportunities
- Counselling on Trade Strategies
- Facilitating Strategic Alliances/Partnerships
- Development of infrastructure and Networks in Foreign Markets
- Market Identification
- Market Reconnaissance
- Assist with Pre-Exporting Missions
- Co-ordination and Participation in Strategic Trade Shows and Related Events
- Organizing and Implementing Reverse NEBS Activities
- Other Trade Initiatives