

### Objectives of the Program

Saskatchewan Trade & Export Partnership's Market Access Program (MAP) is a program designed to support the domestic and international marketing efforts of STEP members. Funds are provided to assist STEP regular member companies in entering new markets outside of Saskatchewan. New market sectors within established geographical markets will be considered. Financial assistance may be provided to STEP regular members that are :

- o Exhibiting in a trade show or trade event or trade mission in a new export market outside of Saskatchewan.
- o Participating and/or exhibiting in STEP-led trade missions, trade event or trade shows.

### Who Qualifies?

Applicants must:

- be a STEP Regular Member, in good standing, that produces an exportable product or service to markets outside of Saskatchewan, with at least 50% Saskatchewan content;
  - o Saskatchewan Content Requirements under the STEP MAP program include:
    - The last substantial transformation of the goods occurred in Saskatchewan, **and**
- At least 51% of the total direct cost of producing or manufacturing the goods is sourced within Saskatchewan (labour and materials).
- Be in full compliance with all government laws and regulations;
- Be currently an incorporated business, partnership or proprietorship based in Saskatchewan and must be a registered company (federally or provincially) for a minimum of two years;
- Be able to potentially provide a written trade strategy or export marketing plan for their company;
- Be exhibiting in a trade show, trade event or trade mission in **a new export market** outside of Saskatchewan and/or; or participating and/or exhibiting in a STEP-led trade activity to a new export market.

No top-up of programs will be allowed and applicants should not be receiving any other contributions from public funds towards the activities/eligible costs contained in the funding application.

Considerations will also be made to ensure a broad number of sectors across Saskatchewan can benefit from the program. Applications must be received no later than 45 days prior to the proposed visit to trade show, trade event or trade mission.

***\*Meeting eligibility criteria does not imply automatic access to program assistance.***

### Ineligible Candidates:

- STEP Regular Member agents/distributors located outside the Province of Saskatchewan.

### Funding limits:

- a) The non-repayable contribution from MAP will not exceed 50% of approved eligible costs with a maximum of two (2) applications per fiscal year.
- b) The maximum contribution to any applicant in each fiscal year is \$5000 CAD.
  - i) Any funding applications must have an overall minimum cost of \$1000 CAD.

### Shared Eligible Costs Include:

Up to 50% of eligible costs may be contributed to the following:

- a) Travel cost to market from Saskatchewan - return economy airfare or mileage (for up to two applicant representatives)
- b) Accommodations (for up to two applicant representatives)
- c) Companies exhibiting at trade shows are eligible for:
  - Trade show registration fee; and /or
  - Booth space rental costs.

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- d) Translation of the company's marketing materials such as brochures and product listings for the specific trade event described in the application.

**\*Applicants are responsible for 100% of all other costs.**

### Reimbursement Procedure:

**All disbursements under the program are made on a reimbursement basis for direct costs incurred. Funding advances are not provided.**

- a) Prior to reimbursement, the applicant must provide:
  - i. receipts of their travel costs (e-tickets / airline tickets & receipts or mileage amount as determined by Mapquest.com),
  - ii. an invoice detailing the trade show exhibition and/or registration costs,
  - iii. an invoice detailing the costs of accommodations,
  - iv. an invoice detailing the cost to develop, translate and produce marketing materials specific to that trade event,
  - v. an itinerary of their business program while abroad,
  - vi. completed MAP Evaluation form and program evaluation form outlining the actual business generated by the visit (available from the Program Administrator).
- b) The applicant will have 30 days from the return to Canada in which to submit the requested documentation.
- c) Upon receipt of all required documentation, reimbursement will be issued by cheque within four weeks in Canadian dollars.
- d) The cheques will be made out to the company/legal entity, not the individual.
- e) **If the applicant is unable to meet the conditions and timelines noted above, then he/she will be considered in default of the program, his/her eligibility will be rescinded and he/she will not receive reimbursement.**

### Amount of the Reimbursement:

- f) The reimbursement on travel cost from point of destination to Saskatchewan will be based on either air travel OR gas mileage:
  - i. The amount of the reimbursement on air travel will cover 50% of the return economy airfare for up to two (2) applicant representatives.
  - ii. The amount of the reimbursement on gas mileage will cover 50% of the determined cost to a maximum of equivalent economy airfare.
    - 1. Mileage will be based on a rate of CAD\$0.40 per kilometre return trip from Saskatchewan to destination as determined by MapQuest ([www.mapquest.com](http://www.mapquest.com)).
- g) Accommodations - the amount of reimbursement on accommodations is up to 50% solely for the costs of those accommodations of up to two (2) applicant representatives.
- h) Trade show registration and/or exhibiting costs - The amount of reimbursement on trade show costs is up to 50% of the booth space costs and/or 50% of the show registration fees.
- i) Translation - The amount of reimbursement up to 50% of the cost to develop, translate and produce marketing materials specific to that trade event described in the application.

**In order to be eligible for funding, any other Canadian financial resources from government sources (federal, provincial and municipal) CANNOT be used to cover the same travel cost (return economy airfare or gas mileage or interpretation services).**

**Applicants will be contacted by STEP six months following their return from market to report on the final results of the trade activity. Applicants who have not responded will be ineligible to submit new applications until the reporting requirements are up to date.**



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*For more information on this program or any of the application details please contact the STEP Market Access Program (MAP) Administrator at 306.787.3223 or by email at [stepmap@sasktrade.sk.ca](mailto:stepmap@sasktrade.sk.ca).*