



Market Re-engagement Program (MRP) APPLICATION GUIDE

Objectives of the Program

The Market Re-engagement Program is a temporary support program established by Saskatchewan Trade & Export Partnership designed to support the domestic and international marketing efforts of STEP members in re-engagement of market presence post Covid 19. Funds are provided to assist STEP member companies in making a visit to a market to re-establish sales and relationships in light of challenges that may have been presented in current markets.

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;
 - The last substantial transformation of the goods occurred in Saskatchewan, and at least 50% 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;
- Currently be an incorporated business, partnership or proprietorship based in Saskatchewan and must be a registered company (federally or provincially) for a minimum of two years. Applicants may be asked to produce a copy of certificate of incorporation or other supporting documentation;
- Be able to potentially provide a written trade strategy or export marketing plan for their company;
- Be exhibiting in a trade show in a market outside of Saskatchewan and/or; participating and/or exhibiting in a STEP-led trade activity in an export market

****Government entities and employees, associations, educational institutions and not-for-profit organizations are not eligible to apply for funding.**

****If applicant is not headquartered in Saskatchewan, then 30% or more of total revenues need to be generated from Saskatchewan facilities to be eligible for MRP**

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 **30 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) STEP Members are able to submit two applications for MRP from July 2020 – March 2022
- b) The non-repayable contribution from MRP will not exceed 50% for the activity under this application of approved eligible costs with a maximum of two (2) funded applications per fiscal year. (For Premium Members a maximum of three (3) funded applications per fiscal year)
- c) The maximum contribution to any applicant under the MRP is \$4000 CAD (Premium Members - \$6000 CAD)

Eligible Costs:

The following are eligible costs for up to 50% reimbursement:

Travel Costs	Return airfare from Saskatchewan for up to two representatives (lowest form of economy). OR Mileage will be based on a rate of CAD\$0.40/KM return trip from Saskatchewan to destination as determined by MapQuest (www.mapquest.com).
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	Online vacation/group packages will not be recognized unless flights and accommodation are clearly separated in detail on the receipt/invoice. Online bookings should be provided with proof of payment along with the booking confirmation. Flights booked with points are not eligible. Return airfare for flights that originate in destinations other than Saskatchewan will not be reimbursed.
Accommodations	For up to two applicant representatives. Does not include incidentals. Time Shares will not be accepted.
On Ground Transportation	Ground transportation within the market of activity. May include taxi, trains and car rental. Will not cover expenses related to a company or personal vehicle.
Trade Show Costs	Trade show booth space. Trade show booth furnishings (carpet, electrical, power, wifi, display case and table and chairs only). Trade show registration fee.
Shipping Costs	Shipping of trade show booth. Does not include shipment of product or samples
Translation Costs	Translation of the company's marketing materials such as brochures and product listings for the specific trade event described in the application. Does not include printing of marketing materials Language must be indicated.
Interpretation Costs	Cost of hiring an accredited interpreter for a target market. Language must be indicated. Eligible costs do not include Travel and per diem expenses that an interpreter does not include within their overall fee. The interpreter cannot be an employee of the company.

***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:
 - receipts of their travel costs (e-tickets / airline tickets & receipts or mileage amount as determined by Mapquest.com)
 - an invoice detailing the costs of accommodations
 - an invoice detailing the costs of on ground transportation
 - an invoice detailing the trade show exhibition and/or registration costs
 - an invoice detailing shipping costs for trade show booth
 - an invoice detailing the cost to translate marketing materials or for interpretation costs specific to that trade event
 - an itinerary of their business program while abroad
 - completed MRP 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

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, accommodation, on ground travel, trade show, shipping, translation or interpretation costs.

Applicants may be contacted by STEP three months following their return from market to report on the final results of the trade activity.