



# STEP - Market Access Program (MAP) APPLICATION GUIDE

## 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 a new market or making a return visit (within 24 months of the initial visit) to a new market, outside of Saskatchewan. New market sectors within established geographical markets will be considered.

## 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;
- 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. 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, trade event or trade mission in **a new export market** outside of Saskatchewan and/or; participating and/or exhibiting in a STEP-led trade activity to a new export market (For those applicants who are participating in a STEP led trade mission with a trade show component, but are not exhibiting in the trade show, maximum reimbursement will be 30%).
  - For Premium Members – Activity can include new business development in current or prospective markets outside of trade shows.

**\*\*MAP is designed to help reduce market-entry risk for Saskatchewan based exporters. Applicants must be able to demonstrate economic benefit to the province.**

**\*\*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**

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% for an initial visit to a new market; and 30% for up to two (2) follow up visits ; or 30% for participating but not exhibiting in a STEP led mission with a trade show component; of approved eligible costs with a maximum of three (3) funded applications per fiscal year. (For Premium Members a maximum of four (4) funded applications per fiscal year)
- b) The maximum contribution to any applicant in each fiscal year is \$5000 CAD.(Premium Members - \$6000 CAD)
  - i) Any funding applications must have an overall minimum cost of \$1000 CAD.



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## Eligible Costs:

The following are eligible costs for up to 50% reimbursement for a new market; or 30% reimbursement for return trips to a new market (within 24 months of the initial visit, where minimal or no sales have been made); or 30% for participating but not exhibiting in a STEP led mission with a trade show component:

<b>Travel Costs</b>	Return airfare for up to two representatives (lowest form of economy).  <b>OR</b>  Mileage will be based on a rate of CAD\$0.40/KM return trip from Saskatchewan to destination as determined by MapQuest ( <a href="http://www.mapquest.com">www.mapquest.com</a> ).  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. Travel to and from the airport as well as taxis and rental cars are not included.
<b>Accommodations</b>	For up to two applicant representatives. Does not include incidentals. Time Shares will not be accepted.
<b>Trade Show Costs</b>	Trade show booth space. Trade show booth furnishings (carpet, electrical, display case and table and chairs only). Trade show registration fee.
<b>Shipping Costs</b>	Shipping of trade show booth. Does not include shipment of product
<b>Translation Costs</b>	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

**\*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 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 specific to that trade event
  - an itinerary of their business program while abroad
  - completed MAP 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 cost (return economy airfare, gas mileage or interpretation services).**

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

*For more information on this program or any of the application details please contact the STEP Market Access Program (MAP) Administrator at 1.888.XPORTSK(9767875) or by email at [stepmap@sasktrade.sk.ca](mailto:stepmap@sasktrade.sk.ca).*