



STEP PREMIUM MEMBER  
INCOMING BUYER FUNDING PROGRAM  
APPLICANT CRITERIA  
April 2016

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STEP Premium Members who can demonstrate new business opportunities through inviting a buyer to Saskatchewan are eligible to apply under the Premium Member Incoming Buyer Program.

This program will provide a non-repayable annual contribution of up to \$1,000 (per member) to offset the costs of inviting a qualified buyer/partner to Saskatchewan. The applicant is responsible for 100% of all other costs of the visit.

**Anticipated Goals & Outcomes**

- Assist STEP Premium members in developing new business opportunities to meet their export business development goals and to enhance revenue generation potential.
- Introduce new buyers and prospective business partners to the region.

**Who Qualifies?**

Applicants must:

- Be a STEP Premium Member, in good standing, that produces an exportable product or service to markets outside of Saskatchewan.
- Incurring expenses above \$1000 related to inviting or hosting an incoming buyer.
- 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.

**\*\*Government employees, associations, educational institutions and not-for-profit organizations are not eligible to apply for buyer assistance funding**

**Applying to the Program**

- a) Eligible activities include participating in:
  - i) an approved individual business program in Saskatchewan
  - ii) a Saskatchewan-based trade show or event,
- b) Eligible buyer visit expenses during their stay in Saskatchewan include:
  - i) Airfare, hotel, on ground transportation and interpretation costs
- c) Applications must be received no later than 30 days prior to the proposed visit to Saskatchewan
- d) Approved applicants must visit the province within the calendar year. If the visit does not take place within the year, the application will be considered void and a new application must be submitted.
- e) Applicants must complete a visit evaluation form for reimbursement.

**Buyer Eligibility:**

- 1) In the case of commercial business, buyers must be distributors, agents, dealers, importers or wholesalers with a minimum of two years in business.
- 2) In the case of agricultural production units, potential buyers can be corporate or cooperative farms and government agencies who are buyers or procurement officers.
- 3) In the case of international project development work that requires goods or services, potential buyers must be a prime contractor seeking subcontractors and/or procuring goods/services for a particular project.



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- 4) Buyers considered under the program must be responsible for sales, business development, purchasing, or a senior decision maker in the organization. Senior decision makers include, but are not limited to: Director, Managing Director, Owner, President/CEO, Vice President and Manager.
- 5) Preferences: Eligibility for this program will be determined by the criteria noted above, however, preference can be noted for buyers that display the following:
  - Buyers coming for the purpose of placing new or incremental orders
  - Previous visits to Saskatchewan that have yielded incremental sales for Saskatchewan exporters will be considered a positive indicator under this program

Ineligible activities include service training and warranty negotiations.

Submitted application forms will be reviewed by Saskatchewan Trade and Export Partnership. Upon approval, travel costs will then be incurred and paid by the applicant. STEP funding assistance will be disbursed after project completion, submission of appropriate receipts and back up and upon completion of a post-project survey of the buyers visit.

**A completed application must be received 30 days prior to the activity for evaluation and processing.**

Program Conditions:

1. This application becomes a valid contract when signed by the applicant and approved by Saskatchewan Trade & Export Partnership.
2. The applicant indemnifies STEP from any liability whatsoever.
3. **CLAIMS FOR PAYMENT – Within thirty (30) days of the buyer visit, the applicant company will submit to STEP the Evaluation Form and the proof of payment for eligible expenses incurred in relation to the event.** (Copies of invoices, receipts, cancelled cheques, bank statements are acceptable).
  - a. Upon receipt of all required documentation, reimbursement will be issued by cheque within four weeks in Canadian dollars.
  - b. The cheques will be made out to the company/legal entity, not the individual.
  - c. 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.

Send the completed application form to **STEP – Premium Member Incoming Buyer Program** by:

Fax: 1-306-787-6666 or Email: [inquire@sasktrade.sk.ca](mailto:inquire@sasktrade.sk.ca)