



A fund of the Province of Ontario  
Administered by the OCC

# Application Guide April 2018

A Global Expansion Program

# Global Growth Fund: A Global Expansion Program (GGF)

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## Global Growth Fund (GGF): A Global Expansion Program

### Fund Objectives

The Global Growth Fund is an initiative of the Province of Ontario and administered by the Ontario Chamber of Commerce. The GGF will generally provide 50/50 cost sharing support of approved expenses to successful applicants up to a specified maximum contribution amount. Companies are responsible for covering their eligible expenses and will receive reimbursement from GGF after the submission of required receipts, reports and supporting documents. The Global Growth Program is specifically intended to:

- Assist SMEs to access and expand into international markets; and
- Increase export sales of Ontario goods and services.

The GGF fund has two streams: Export Market Access and the Export Manager Program. The maximum lifetime funding that any one company can receive under the program is \$250,000. Any company that has received support from the Export Market Access program must fully complete the (EMA) project before they can apply for the Export Manager Program.

### Export Market Access (EMA)

#### Eligible Applicants

- Applicants do not need to be a member of the OCC to qualify
- Small to medium-sized companies and manufacturers with an export mandate, whose goods and services currently exist and are directly producing their own products in Ontario
- Be incorporated for a minimum of two years and currently operating in Ontario
- An SME with a minimum of 3 employees up to a maximum of 500 employees
- Have minimum annual sales of \$300,000
- Have products to be sold in export markets that are market ready
- Have capacity to meet foreign market demand
- Be able to submit financial statements (i.e. Notice to Reader, Review Engagement, or Full Audited statements) reviewed by an external third party Canadian designated accountant for two fiscal years
- Have \$2,000,000 of commercial general liability insurance that includes products and completed operations liability.
- Not receiving any other contributions from public funds towards the activities contained in the funding application other than support provided through the export development programs offered by the Ministry of Economic Development, Job Creation & Trade
- Be in full compliance with all government laws and regulations

Priority sectors for consideration will include advanced manufacturing, aerospace, clean technology (including renewable energy and environmental technologies), professional services (such as architecture and engineering), information and communications technology (including digital media) and life sciences. Considerations will also be made to ensure a broad number of sectors and regions across Ontario can benefit from the program.

The EMA will operate on a continuous intake basis with applications processed as they are received.

## Eligible Activities and Costs

The maximum amount available per application is \$50,000.

There are three categories of activities that are funded by the EMA program:

- Direct Contacts;
- Marketing Tools; and
- Market Research

The costs of these activities are shared (50/50) between the applicant and the Program. Applicants are allowed two applications in a twelve-month period and can access up to a maximum of \$75,000. Applications can only contain activities related to a maximum of two export markets. Markets are defined as countries.

Eligible expenses are only those incurred after the project approval date. The only exceptions being booth registration costs, air fare and registration costs for Province of Ontario led missions. Please note that all applicants must have third-party support from government i.e. Business Advisory Services Branch from Ministry of Economic Development, Job Creation & Trade.

### 1. Direct Contacts

International tradeshows/exhibitions as well as incoming and outgoing missions, which are verifiable and supported by a recognized government reference.

#### 1.1 Exhibiting Goods/Services

Showcasing goods and/or services to potential international buyers or partners such as:

- Exhibiting at tradeshows/events and technical seminars with a tradeshow component.

Eligible Costs:

- . Up to 50% of eligible costs directly paid by the applicant may be contributed towards the following:
  - Booth rental and related exhibition costs;
  - On-site, local translation services;
  - Marketing activities — show guide, pre-show mail-out (not to include product documentation);
  - Return economy international airfare for no more than two company employees;
  - Maximum EMA per diem allowance of \$125 per person/per day for up to two company employees while on travel status outside Canada for reasonable accommodation and living expenses (business, personal and incidental expenses will not be covered);
  - Matchmaking — pre-arranged and on-site meetings;
  - Product testing for foreign national standards for market certification; and

- o Short-term (less than one year) in market office rental. Maximum EMA contribution, \$5,000;
- o Follow up activities
- o Ground transportation for group site visits

## 1.2 Outgoing and Incoming Missions

Official international visits to potential clients/buyers aimed at: encouraging relationship building, gathering market intelligence, **promoting applicant's activities**, goods and/or services and participating in trade missions.

In-Canada visits **to the applicant's Ontario operations by potential international clients/buyers, which target: promoting the applicant's export goods and/or services and securing export business.**

Eligible Costs:

Preference will be given to companies who have developed an international marketing/market entry plan that demonstrates that the product or service can be accepted in the target market. Up to 50% of eligible costs directly paid by the applicant may be contributed towards the following:

Outgoing Missions:

- o Return economy international airfare for a maximum of two outgoing company employees to visit foreign markets only.
- o Maximum EMA per diem allowance of \$125 per person/per day for up to two company employees while on travel status outside Canada for reasonable accommodation and living expenses (business, personal and incidental expenses will not be covered).

Incoming Missions:

- o Return economy international airfare for a maximum of two incoming buyers to visit the applicant operation in Ontario only; and
- o Maximum EMA per diem allowance of \$125 per person/per day for up to two incoming company employees while on travel status inside Ontario for reasonable accommodation and living expenses (business, personal and incidental expenses will not be covered).

## 2. Marketing Tools

### 2.1 Development of Promotional Materials

Developing promotional material to be used for increasing awareness of **applicant's activities** and goods and services for potential international buyers and/or foreign audiences such as:

- o Developing marketing materials and other promotional collaterals – not to include product documentation such as training manuals, product technical specifications and catalogues.

This could include:

- Translating promotional materials into the local language(s) of the target market
  - Show guide or pre-show mail out
  - Development of promotional material for an in-market distributor. Maximum EMA contribution \$5,000
  - In market communication support (e.g. press release and backgrounders). Maximum EMA contribution \$1,000
  - E-commerce based tools – **upgrading or installing of the applicant's** website for e-commerce purposes or installing an e-commerce platform. Note: the maximum one-time support from the program for e-commerce based tools is \$10,000 and applicants cannot apply for support solely for project funds for website or platform upgrading for e-commerce. This category must be part of a larger EMA request.
- Developing display panels for booths at international tradeshows (not to be used for retail activities), and
  - Development of promotional videos for in market trade events. Maximum EMA contribution, \$3,000.

Eligible Costs:

Up to 50% of eligible costs directly paid by the applicant may be contributed towards the following:

- The actual cost paid by the applicant in the production and development of marketing tools listed above. Applicants must provide proof of anticipated expenditures such as quotations from third party suppliers for the purchase of marketing goods and or services. Note: The above activities must be part of a broader plan and will not be considered as standalone requests for support.

3. Market Research (Maximum EMA contribution of \$5,000 for consulting services and a lifetime maximum of \$20,000 available for market research)

3.1 Custom Market Research / Market Intelligence

Conducting market research for more precise market targeting such as:

- Contracting market research on areas such as market size and segmentation, growth rates, trends, buying attitudes, regulatory requirements, product requirements, distribution channels, and competitor activity strategy and performance for the purposes of developing an international marketing/market entry plan strategy.
- Securing specific market reports or databases.

Eligible Costs:

Up to 50% of eligible costs directly paid by the applicant may be contributed towards the following:

- External consulting fees, provided the services are not being undertaken by a family member or employee or a related company (a copy of the quotation containing scope of work and fees from consultant must be included with the application); and
- Purchasing detailed market reports

## How to Submit an Application

All applications and supporting documentation must be completed and submitted online.

Steps:

1. Go to our web site at: <http://exportaccess.ca>.
2. Read the eligibility criteria and conditions for participation
3. **Go to the How to Apply page and then click “APPLY NOW” to access the Front Office Portal**
4. The Application Form can be accessed from the Front Office Portal
5. Complete the form and click on the **“Submit” button** on the Submission Summary page. If the **“Submit” button is not active, a required field has not been completed. Please complete the required field as per the information indicated on the Submission Summary page marked “Please Complete” or as a “Note”.**
6. **After the “Submit” button has been pressed and the application has been successfully submitted, the following words will appear at the bottom of the page: “This e.Form has been submitted.” In addition, you will receive an email from the database indicating you have submitted an application. If you don’t see the words at the bottom and/or you did not receive an email, the application has not been submitted (see step 5). Please note that emails from the database (automated-mailer2@grantsolutions.ca) may be blocked by firewalls or sent to junk mail. Please check all sources**

## Application Frequency

Companies can access two applications in a twelve-month period. The Final Activity Report for the first application must be completed before a second application is submitted.

Please note: all applicants must have a government reference and independently audited financial statements in order to be eligible for the program. See [Frequently Asked Questions](#) on the website for more information.

## Non-Eligible Costs for All EMA Activities

- Individual shipping of product samples other than for tradeshow purposes
- Travel for consultants and/or agents hired by applicants
- Applicant employees travel within Canada
- Web site hosting fees
- Salaries and commissions with the exception of consulting fees subject to prior approval;
- All recoverable taxes
- Capital costs such as office equipment, computers, office space, booth purchase, etc.
- Entertainment and hospitality
- Postage and courier fees
- Developing e-newsletters, online journals
- Cost to modify existing products to meet foreign standards, consumer preferences, etc.
- Cost to modify or design packaging to meet foreign regulations and local customs
- Purchase of generic and/or existing software applications
- Product analysis to meet labeling requirements
- Job search activities
- Any expenses paid for by another funding source
- Entertainment expense, alcoholic beverages
- Taxes and fines
- Interest

## Conditions of Participation for All Eligible Applicants

- Application forms must include all required information and be signed/endorsed by a senior executive of the applicant company certifying that the information is accurate and verifiable
- **Applicants are required to sign/endorse a “declaration of good corporate citizenship” or a “personal declaration” and be in compliance with government laws and regulations**
- Application forms will become the property of the Ontario Chamber of Commerce. Information provided by applicants will be made available to a review committee for the purpose of determining eligibility for funding
- Contact information (mailing address, telephone and fax numbers, as well as e-mail and web **site addresses**) **will be included in the Ontario Chamber of Commerce’s client management** system for correspondence purposes. Applicants agree that the Ontario Chamber of Commerce shall have the right to make available and/or to publish, in print or electronically, certain analyses, reports or studies that are based upon aggregate data which is derived from information contained in the application forms and results achieved (performance indicators) for those applications that are funded. At the OCC’s discretion, these studies and aggregated data may be released to selected groups including other government entities or to the public at large
- Applicants agree that the OCC may publish the names and level of funding for all grant recipients
- Once received by the OCC, all applications will be at all times the property of the OCC and none will be returned. The OCC will not be responsible for applications that are lost, misdirected or delayed
- All decisions of the review committee are final



- Funding decisions are based on the quality of applications. Applicants meeting all eligibility criteria will not automatically receive funding
- Applicants approved for funding are required to enter into an agreement and abide by the conditions outlined in the Terms and Conditions. Terms and Conditions will be signed/endorsed by an authorized officer of the applicant company

## Evaluation Criteria for All Eligible Applicants

Applications will be reviewed on a continuous basis. Funding decisions will be subject to a 30-business day turnaround time providing the application for funding is complete when submitted and all requirements have been met. The turnaround time is not applicable if applications are incomplete.

The review committee will consist of representatives from the OCC, select members of the OCC Board of Directors and external representatives. The review committee will assess applications using the following criteria:

- Eligibility of activities and expenditures for funding and linking of proposed activities to EMA's objectives;
- Financial and management capability/capacity of the applicant. Financial Statements will be reviewed and assessed as part of the evaluation process;
- Level of funding requested in relation to the performance measurement;
- Validation of expected results and outcomes - what are the measurements, how will these be measured and what performance indicators will be used; and
- Completeness of the application.

Funding decisions will be made on an application by application basis. Factors that will be considered by the EMA review committee may include:

- Ensuring a broad number of sectors and regions across Ontario benefit from the program.

## Payment Terms and Reporting Requirements

An initial payment of 40% of the award amount will be made upon the return of the signed approval letter and proof of insurance (\$2,000,000 in commercial general liability and must include products and completed operations liability).

An Expenses Report that details the actual amount of incurred expenses is due 90 days after the project end date. Eligible expenses are those that are directly incurred by the applicant and must be supported by receipts, invoices, and proof of payment (i.e. cancelled cheques, credit card statement and wire transfers. Please note: this proof does not include cash payments, credit memos, in contra, bartering and other forms of non-directly verifiable transactions). Proof of payments are not required to access the full per diem allowance. A lead list is also required.

Please note: the submission of the Expense Report does not trigger a second payment. Only the completion and receipt of the Final Activity Report allows for the second payment to be issued. The total payment will not exceed the amount stipulated in the contract and may, depending on the information contained in the Expense Report, be less than the award amount.

A Final Report that includes details of expenses incurred and performance achievements, i.e. export sales generated, jobs created, and leads generated as a direct result of the project is due by the Term date of the application. Supporting documentation is required for the Final Report to substantiate results. This includes purchase orders, job titles, that are directly attributable to the project. Once the Final Report has been processed, the second payment will be issued.

## Export Manager Program (EMP)

- The EMP has been established to assist SMEs across Ontario to gain/increase access to international export markets. The stream will assist companies in hiring an export manager for a minimum of 24 months in order to develop and implement an international exporting plan.
- The maximum funding provided by the Program will be up to 50% of eligible salaries, wages and benefits as provided through a payroll statement up to a maximum of \$40,000 per year for two consecutive years.
- Priority sectors for consideration will include advanced manufacturing, aerospace, clean technology (including renewable energy and environmental technologies), professional services (such as architecture and engineering), information and communications technology (including digital media) and life sciences. Considerations will also be made to ensure a broad number of sectors and regions across Ontario can benefit from the program.

## Eligible Applicants

To be eligible for the EMP, applicants must have/be:

- Total annual sales of between \$2 million and \$20 million for two most recent completed fiscal years and must have export sales ranging from 10% to 50% of total annual sales. When determining eligibility based on export sales as percentage of total sales, export sales to the US will not be considered if those sales result in the company moving above the 50% threshold
- Currently established and operating in Ontario and have products that are export ready
- A registered company (federally or provincially) for a minimum of two years
- Able to provide completed audited financial statements signed by a Canadian Designated Accountant, for the two most recent fiscal years; the financial statements can be a Notice to Reader, a Review Engagement Report, or an Auditors' Report
- Able to maintain an insurance policy for commercial general liability to an inclusive limit of no less than \$2 million per occurrence; this insurance policy must include products and completed operations liability, and contractual liability
- In full compliance with all government laws and regulations
- Nominated by the Ministry of Economic Development, Job Creation & Trade.

In addition applicants:

- Cannot be receiving any other contributions from public funds towards the activities contained in the funding application
- Eligible priority sectors include advanced manufacturing, aerospace, clean technology (including renewable energy and environmental technologies), professional services (such as architecture and engineering), information and communications technology (including digital media) and life sciences.

## Hiring an Export Manager

Eligible companies may apply to EMP for support to hire an Export Manager for a 24-month period for the purpose of developing an international business plan and implementing actions to increase access to international export markets. The maximum contribution for this activity is \$80,000 per application and up to a maximum of \$40,000 per year over a two-year period. Companies are limited to only one approved project.

The Export Manager must:

- Have a minimum of five years of professional exporting experience in a management capacity
- Be hired for at least 24 concurrent months
- Not be a current company employee
- Not be employed by a subsidiary or parent company
- Not be a family member

The international business plan to be developed by the Export Manager during the first year of hire will include (as applicable to the industry):

1. An overview of the organization's current business
  - Products and/or services offered
  - Success in the domestic market
2. An assessment of the organization's capacity to expand internationally (i.e. past exporting success and lessons learned, production capacity and utilization, product design and adaptability to foreign markets, proprietary technology, human resources, financial resources, and supply chain management)
3. A detailed assessment of the target international market(s)
  - Potential market size for the company's products and/or services
  - Identification of target markets and supporting rationales
  - Trends in the target markets with potential to impact market success
  - Political, economic, social and technology factors, in the target market(s), which could impact the market development strategy
  - Competitive environment in the industry

#### 4. The international market expansion plan

- SWOT analysis and identification of critical gaps to address
- Strategy to leverage the firm's competitive advantage
- Objectives, time frame and milestones to meet the stated objectives
- Specific market entry strategies and tactics (e.g. distribution agreement, licensing)

- Modifications or certification required for products
- Literature and marketing materials needed
- Pricing and promotion to optimize sales and the ability to accommodate price and currency fluctuations in export markets
- Ability to ramp up production in order to accommodate short delivery times
- Constraints on financial, human, and technological resources and optimization strategies (i.e. expertise to handle complex international payment transactions, multilingual capability, supply chain management etc.)
- Risk Mitigation strategy

#### 5. The plan to implement the international growth strategy

- Activities and resources required to successfully implement the international growth strategy.
- Sequencing of the activities to optimize implementation
- Key objectives and milestones

Note: Eligible costs include only the salary associated with hiring the Export Manager. Any additional expenses incurred throughout the development and implementation of the international business plan are not eligible. In addition, the following expenditures are also not eligible: job search or recruitment expenses, any expenses paid by another funding source, entertainment, alcoholic beverages, taxes, fines and interest.

Any company that has previously received funds from the EMA program is only eligible for the Hiring an Export Manager activity if the EMA contribution agreement has expired.

## Payment Terms

Approved applicants will receive:

- 25% of the approved contribution amount upon completion of the hiring of the export manager.
- 25% of the approved contribution amount upon submission of the First Interim Report (due four months after approval unless otherwise specified in the Agreement). This report must include the international business plan, a step-by-step implementation strategy and a work plan outlining when the steps/key milestones will be completed. This First Interim Report shall also include a financial report specifying how funds were expended, including proof of payment (i.e. payroll statements).
- 25% amount upon submission of the Second Interim Report. This report must include details of the completed steps as detailed in the work plan, the outcomes

achieved with supporting documentation and an updated work plan outlining the milestones and objectives to be completed by the end of the 24-month hiring period. This interim report must also include a financial report specifying the costs incurred, as well as proof of payment for the expenditures, (i.e. payroll statements).

- 25% upon the company submitting a Final Report that is satisfactory to the OCC prior to the expiration of the Agreement. The Final report will include information such as the list of activities completed as per the work plan, results achieved and supporting documentation, a financial report specifying eligible expenses incurred and proof of payment and other information as requested by the OCC.

## Conditions of Participation for All Eligible Applicants

- Application forms must include all required information and be signed by a senior executive of the applicant company certifying that the information is accurate and verifiable
- Applicants are required to sign a “declaration of good corporate citizenship” and be in compliance with all government laws and regulations
- Application forms will become the property of the Ontario Chamber of Commerce (OCC); information provided by the applicant will be made available to a review committee for the purposes of determining eligibility for funding
- Contact information (e.g. mailing address, telephone and fax numbers, as well as e-mail and web site addresses) will be included in the OCC’s client management system for correspondence purposes; applicants agree that the OCC shall have the right to make available and/or to publish in print or electronically, certain analyses, reports or studies, that are based upon aggregate data, which is derived from information contained in the application forms and results achieved (e.g. performance indicators) for those funded applications. At the OCC’s discretion, these studies and aggregated data may be released to selected groups, including other government entities or to the public at large
- Applicants agree that the OCC may publish the names and level of funding for all approved recipients
- Once received by the OCC, all applications will be the property of the OCC at all times and none will be returned; the OCC will not be responsible for applications that are lost, misdirected or delayed.
- All decisions of the Review Committee are final

## Evaluation Criteria for All Eligible Applicants

### **The review committee will assess applications using the following criteria:**

- Eligibility of activities and expenditures for funding and linking of proposed activities to EMP objectives
- Financial and management capability of the applicant to complete the proposed activities, as described, in a timely manner. Financial Statements will be reviewed and assessed as part of the evaluation process;
- Expected results and outcomes
- Strength of the applicant's proposal
- Completeness of the application

The program will operate on a nominations basis and applications will be processed on a quarterly basis.

How to Submit an Application  
(<http://exportaccess.ca/en/how-to-apply>)

#### **Steps:**

1. Read the eligibility criteria and conditions for participation.
2. Read the application checklist and ensure all required information has been provided.
3. Only after being nominated by the Ministry of Economic Development, Job Creation & Trade, complete the Application Form and press Submit, along with all the required supporting documentation. At the end of the Form you will be able to email yourself a copy.

## **Application Eligibility Checklist**

Prior to submitting, the applicant should ensure they have fulfilled the following requirements:



### **REQUIREMENT 1 – Application Form**

The application form has been fully completed with detailed information in all of the appropriate sections.



## **REQUIREMENT 2 – Financial Statements**

Financial statements completed by an external third-party Canadian designated accountant, for the two most recent fiscal years have been included. The financial statements can be a Notice to Reader, a Review Engagement Report, or an Auditors' Report.



## **REQUIREMENT 3 – Reference**

The contact details for the reference from the Ministry of Economic Development, Job Creation & Trade have been included in the application.



## **REQUIREMENT 4 – Insurance**

The applicant has included a certificate of insurance confirming they have the required \$2 million of commercial general liability insurance. Please note: the Ontario Chamber of Commerce, its employees and appointees must be named as an additional insured.



## **REQUIREMENT 5 – Supporting Documentation**

The required support documents have been included in the application:

- Include a proposal detailing the business rationale for hiring the proposed manager, the hiring process that will be undertaken, the hiring criteria, the job functions of the position, the company's export goals and objectives, the time frame for developing the international business plan, the expected short and long-term results and how they will be measured.

FOR MORE INFORMATION:

VISIT OUR WEBSITE AT: <http://www.occ.ca/programs/>

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