



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 segments 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, or trade event 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.

PLEASE NOTE:

- **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 for MAP**
- **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 \$8,000 CAD. (Premium Members - \$10,000 CAD)
 - i) Any funding applications must have an overall minimum cost of \$1000 CAD.

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:

STEP - Market Access Program (MAP) APPLICATION GUIDE

Travel Costs	Return economy airfare or mileage (for up to two applicant representatives). Flights paid with points will not be accepted. 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. Return airfare for flights that originate in destinations other than Saskatchewan will not be reimbursed. Mileage will be based on the current provincial mileage rate for a return trip from Saskatchewan to destination as determined by Google Maps (https://www.google.com/maps). MAP applicants engaging in additional travel following the trade mission or trade event as provided on the form, are responsible for providing a return airfare quote from Saskatchewan to destination only (for reimbursement calculations)
Accommodations	For up to two applicant representatives**. Does not include incidentals. Time Shares will not be accepted. Hotels paid with points 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	Physical and virtual trade show booth, trade show booth furnishings (carpet, electrical, power, wifi, display case and table and chairs only) and trade show registration fee if applicable. MAP does not cover memberships associated with tradeshow.
Shipping Costs	Shipping of trade show booth. Does not include shipment of product.
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.**

****Representatives must be full time employees of the company. All invoices must be billed directly to the approved company or approved staffed members.**

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 a detailed invoice/ receipt along with clear proof of payment for the following expenses:
 - travel costs (e-tickets / airline tickets & receipts or mileage amount as determined by Mapquest.com)
 - accommodations
 - costs of on ground transportation
 - trade show exhibition and/or registration costs
 - shipping costs for trade show booth
 - cost to translate marketing materials or for interpretation costs 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 21 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 EFT within four weeks in Canadian dollars
- d) The EFT will be sent 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 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.