



Network for Exports (WIN Exports) data bank;

## INELIGIBLE PARTICIPANTS AND APPLICANTS

Renaissance Eastern Europe assistance is not available to:

- Government Departments at any level or their non-profit oriented agencies or affiliates;
- educational institutions or their non-profit oriented affiliates and subsidiaries;
- companies with no history of international business success;
- organizations or associations that do not represent profit-oriented companies.

## VENTURE SPECIFIC FRONT-END STUDIES

Program funding is available to support Canadian companies evaluating joint venture opportunities, investment opportunities or structured cooperation agreements in the target markets. Determining elements in the evaluation of any program-funded studies remain the projected follow-on commercial benefits to Canada plus the expected benefits for enterprise management or operation in the target market. Evidence of interest and some burden sharing by the partner organization in the target market is required.

Program funding will be available for the following:

- return economy air fare between the target Eastern European market and the applicant's location as agreed through an evaluation of the project scope;
- per diem allowances of \$150 in Canada for visiting officers from the target organization;
- per diem allowances of \$150 in the target market for visiting officers of the Canadian-based company or agents of the company.
- specific outside legal, marketing, accounting, translation and interpretation services;

- seminar costs such as room rental, audio-visual aids, printed materials, simultaneous translation.

Total project costs will be shared with the applicant, and the program will not cover more than 50% of eligible costs. The Departmental contribution will not exceed a maximum of \$100,000. The program funding is non-repayable. Companies are limited to a maximum of three activity proposals per Government fiscal year. A summary report of the project is required upon its completion detailing results and expected follow-up business activity.

## ENTERPRISE SPECIFIC TRAINING

Program funding is available to companies proposing training for their partners or target clients in Eastern Europe and the former Soviet Union. Training support is offered in connection with companies pursuing strategic partnerships or having already struck long-term cooperative arrangements in the market. The training should be sector-specific and related to the structure, management and/or operation of a successful private sector enterprise. The training project must be identified as a critical aspect of a successful joint venture arrangement. The training activity must be endorsed by a relevant and credible enterprise or organization in the target market and must provide identifiable benefits in the target market. Evidence of burden-sharing by the partner organization is required. Program funding will be applied to the following:

- return economy airfares between the target East European market and the applicant's location as agreed through an evaluation of the project scope;
- per diem allowances of up to \$150 in Canada for trainees;
- per diem allowances of \$150 in the target market for trainers from the Canadian-based company.
- special legal, translation and interpretation services.

Total project costs will be shared with the applicant but the program will not cover more than 50% of eligible costs. The

Departmental contribution will not normally exceed \$100,000 per project. The program funding is non-repayable. Companies are limited to a maximum of three separate and distinct activity proposals per Government fiscal year.

## SUPPORT FOR BILATERAL BUSINESS COUNCILS

Associations that represent Canadian business, and focus on the problems and opportunities of international business development in specific markets are important for increased export awareness and success. "Renaissance Eastern Europe" will provide support funding for bilateral business councils to help them achieve the critical mass required to be self-sustaining. To qualify for consideration of support funding a council must meet the following criteria:

- be a registered or incorporated association having a clear trade and industrial development mandate directed to one or more of the markets in Eastern Europe;
- give evidence of recruitment success that includes many of the known exporters active in the target market;
- have a documented working arrangement with a partner association in the target market;
- have a satisfactory program of activities to increase the awareness of regional business opportunities among the Canadian business community;
- show promise of the ability to cover operating costs;
- attempt to be national in scope through a geographical distribution of membership.

Renaissance Eastern Europe funding will be spread over a three-year period (with check-points), and be applied to eligible items such as: