

CANEXPORT

Key Elements and Tips for the Budget and Finance Sections of your Application

Sections 6 and 7

TIPS

- **Eligible expenses need to be incremental**, directly related to international business development activities, reasonable and according to market prices
- **Make sure to illustrate the proposed expenses with sufficient details, explanations, justifications and to show they are linked with the strategic export business case**
- **Be mindful of when the expense is planned to be incurred**
 - **Incurred after the start date** of a signed contribution agreement.
 - Plan your activities with enough lead time to have a **25 working days service standard** to complete the evaluation process, from the date the application is submitted.
 - It is very important that the **Government of Canada Financial Exercise** (from April 1st of a given year until March 31st of the following calendar year) in which you plan to incur each of the expenses is clearly identified

For more details: www.international.gc.ca/canexport

Travel fees

- Should always **clearly link with the target market** and provide **sufficient details** (location, dates, etc.), either in the budget section or in the project section.
- Bear in mind the following limits:
 - Only economy class roundtrip from Canada to destination
 - Maximum of 2 employees or owners of the firm (no consultants)
 - Per-diem = \$400/day/person (accommodation, meals and incidentals)

Example

	Description	Cost	Time Frame (expected date of activity format YYYY/MM/DD)
1.	2 economy round-trip tickets from Canada to Brazil and 5 days per-diem for a maximum of 2 employees to attend trade show and meet identified potential clients, partners or representatives	12000	YYYY/MM/DD
2.	2 economy round-trip tickets from Canada to Brazil and 5 days per-diem for a maximum of 2 employees to follow-up on previous trade show in Brazil with potential clients, partners or representatives	12000	YYYY/MM/DD
Total		24000	

Contractor Fees

- Could include event registration, costs associated with participating or exhibiting for the first time in a trade show, adaptation and translation of marketing material for the target market, etc.
- Should be well explained, with sufficient details (name, location, dates, etc.), with reasonable amounts that are reflecting market prices
- Salaries and commissions of employees, agent, or sales representatives are ineligible.
- Advice or analysis work from an outside consultant should be listed under consultant fees

Example

	Description	Costs	Time frame (expected date of activity format YYYY/MM/DD)
1.	Event registration for a maximum of 2 employees, participation and booth related expenses for Airspace trade show in Brazil	11500	YYYY/MM/DD
2.	Fees related to the design, editing, adaptation, printing and translation in Portuguese of marketing tools for Brazil audience	14000	YYYY/MM/DD
3.	Legal fees drafting partnership agreement, preparation of documentation for intellectual property application	18000	YYYY/MM/DD
Total		43500	

Consultant Fees

- This category should comprise **all advice based services**, such as **market studies, matchmaking, legal, tax or business advice**, etc.
- It is important to clearly explain the consultants' mandate
- Provide details on when the services will be incurred
- **Cannot exceed 25% of total eligible costs of the project**
- Note that travel expenses cannot be covered for consultants

Example

	Description	Costs	Time frame (expected date of activity format YYYY/MM/DD)
1.	Organizing business-to-business (B2B) meeting programs and matchmaking	5000	YYYY/MM/DD
2.	Information gathering and analysis pertaining to a custom market research or study specific to the applicant's products or services in Brazil	8000	YYYY/MM/DD
3.	Legal and tax advice regarding Brazil's policies and regulations.	9500	YYYY/MM/DD
Total		22500	

Financing

- Make sure the total eligible costs are a reflection of the costs listed in travel, contractor and consultant fees.
 - Ensure that the **Requested CanExport contribution**, when added to any other government assistance if applicable, is **≤50%** of total eligible costs.
 - If receiving **Other Government Assistance**, it needs to be clearly detailed in the project information section
 - **Your contribution** should be **≤ 50%** of total eligible costs as per Budget section
- ... If these proportions are not respected, your application could be refused

Example

Requested CanExport Contribution (Must be between \$10,000 and \$99,999 and up to 50% of the total eligible costs).	40000
Other Government Assistance for the specific export development activities underlined in this application (please describe this assistance (from whom, for which activities, etc) in the Project Information section), where applicable.	5000
Your contribution (must be at least 50% of total eligible costs) – no in-kind contribution permitted.	45000