

## FAQs

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1. *Can a non-profit organization apply?*

Yes you can. As long as your organization is currently established and operating in Ontario and meets the following criteria it is eligible:

- \* Annual sales of \$500,000 or more
- \* Have 5 to 500 employees
- \* Registered company (federally or provincially) for minimum of two years
- \* In full compliance with all government laws and regulations
- \* Not receiving any other contributions from public funds towards the activities contained in the funding application other than support provided through export development programs offered by the International Trade Branch of the Ontario Ministry of Economic Development and Trade

2. *If my company has less than \$500,000 in annual sales, can I apply for the program?*

No. Applicants must have a minimum of \$500,000 in sales to be eligible to apply.

3. *Is the per diem expense of \$125 per company official attending the event?*

No, the per diem amount is capped at \$125 per day in total, regardless of how many officials are attending an event.

4. *Can I apply for activities completed in the past?*

No, the EMA will not fund projects which have been completed in the past. If some of the activities within the proposed project will take place in the future, then those activities are eligible.

5. *Can I apply for more than one target market in one application, or do I submit a separate application for each market?*

You can apply for up to two target markets in one application. Please note however that it would be beneficial to make sure the two target markets are linked in some way and are seen as one application.

6. *Can I submit expenses that have already been paid for?*

No, only expenses incurred after the project approval date are eligible.

7. *How many applications can I submit in one year?*

You are allowed two applications in a 12 month period.

8. *Can I submit more than one application at the same time?*

No, if you submit more than one application at a time, you will be asked to identify the priority project to move forward with first. Only one application per company can be active at a given time.

9. *May I submit an application for the US market?*

Yes, provided your company is not currently exporting to the U.S. or your company currently does not export to the proposed target region in the U.S.



10. *Do I need to get support from a third party such as government or trade association?*  
Under Direct Contacts, support from a third party such as government or trade organization is required. If you do not have such contacts, EMA can provide you with one.
11. *Can I purchase capital items such as trade booths?*  
No, equipment rental is allowed, but purchasing of capital items is not an eligible expense.
12. *Is training an eligible expense?*  
No, the cost of training is not an eligible expense.
13. *If I am launching a new product in an existing market, can I apply?*  
No, EMA's objective is to assist SME's to access new markets. The program defines markets geographically not by product.
14. *If my company does not have an audited financial statement, what can I submit to meet the financial statement requirements?*  
A Review Engagement or a Notice to Reader signed by a Canadian Designated Accountant is acceptable.
15. *I am having difficulty accessing the on-line application, how can I get assistance?*  
Download the guide to the [Online Process \(EMA Application Front Office Portal\)](#) and follow the instructions contained in the guide. If you are still having difficulties, call 416-482-5222 and ask for an EMA representative.