

# SOUTIEN AUX EXPORTATIONS BIOALIMENTAIRES

Votre tremplin vers les marchés extérieurs

**Table showing eligible activities and expenses**

Eligible Activities	Eligible Expenses	Documents required with the application
Hiring of specialist for markets development outside of Québec	<ul style="list-style-type: none"> <li>• Base annual salary, excluding social benefits; maximum assistance of \$30,000</li> </ul>	<ul style="list-style-type: none"> <li>• Curriculum vitæ</li> <li>• Organigram of the enterprise before and after the creation of the position</li> </ul>
Preparation of an international business plan or export diagnostic	<ul style="list-style-type: none"> <li>• Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> </ul>	<ul style="list-style-type: none"> <li>• Service offers, submissions or agreements, contracts and correspondence</li> <li>• Proof of external consultant's expertise</li> </ul>
Knowledge acquisition in market development (Coaching)	<ul style="list-style-type: none"> <li>• Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> </ul>	<ul style="list-style-type: none"> <li>• Service offers, submissions or agreements, contracts and correspondence</li> <li>• Proof of external consultant's expertise</li> </ul>
Registration of a trade mark	<ul style="list-style-type: none"> <li>• Professional fees for the external consultant</li> <li>• Trade mark registration costs, as appropriate, maximum assistance of \$10,000</li> </ul>	<ul style="list-style-type: none"> <li>• Service offers, submissions or agreements, contracts and correspondence</li> <li>• Proof of external consultant's expertise</li> <li>• Table detailing the trade mark purchase cost if the purchase is to be made directly through the Office of Intellectual Property</li> </ul>
Preparation and implementation of an online marketing strategy	<ul style="list-style-type: none"> <li>• Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> <li>• Expenses for access to an online sales platform which is not already used to sell products from the enterprise</li> </ul>	<ul style="list-style-type: none"> <li>• Service offers, submissions or agreements, contracts and correspondence</li> <li>• Proof of external consultant's expertise</li> <li>• Table detailing the anticipated cost to access each online sales platform</li> </ul>
Membership in a Québec association which has as its mission to facilitate the development of markets outside of Québec	<ul style="list-style-type: none"> <li>• Membership fees for the first year</li> </ul>	N/A
Prospecting missions and other travel outside of Québec for employees of the enterprise  Examples of travel could be exhibiting at a trade show, attending a trade show or conducting a market study.	<ul style="list-style-type: none"> <li>• Travel and living expenses outside of Québec</li> </ul>	N/A
Exhibiting at a trade show outside of Québec	<ul style="list-style-type: none"> <li>• Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> <li>• Expenses for renting and setting up an exhibition space</li> <li>• Transportation costs for the merchandise being exhibited</li> </ul> <p>Note: employee travel expenses for participating in a trade show outside of Québec are part of the "Prospecting missions and other travel outside of Québec" activity.</p>	<p>If applicable:</p> <ul style="list-style-type: none"> <li>• Service offers, submissions or agreements, contracts and correspondence</li> <li>• Proof of external consultant's expertise</li> </ul>

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Votre tremplin vers les marchés extérieurs

**Table showing eligible activities and expenses**

Eligible Activities	Eligible Expenses	Documents required with the application
Support for prospecting clients or partners	<ul style="list-style-type: none"> <li>Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> </ul>	<ul style="list-style-type: none"> <li>Service offers, submissions or agreements, contracts and correspondence</li> <li>Proof of external consultant's expertise</li> </ul>
Recruiting an agent or a distributor	<ul style="list-style-type: none"> <li>Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> </ul>	<ul style="list-style-type: none"> <li>Service offers, submissions or agreements, contracts and correspondence</li> <li>Proof of external consultant's expertise</li> </ul>
Foreign market study	<ul style="list-style-type: none"> <li>Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> <li>Expenses for the market study and access to databases</li> </ul>	<ul style="list-style-type: none"> <li>Service offers, submissions or agreements, contracts and correspondence</li> <li>Proof of external consultant's expertise</li> </ul>
Adaptation or creation of promotional tools for foreign markets	<ul style="list-style-type: none"> <li>Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> </ul>	<ul style="list-style-type: none"> <li>Service offers, submissions or agreements, contracts and correspondence</li> <li>Proof of external consultant's expertise</li> </ul>
Hosting foreign buyers or partners	<ul style="list-style-type: none"> <li>Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> <li>Travel and living expenses in Québec for foreign buyers and partners</li> </ul>	<p>If applicable:</p> <ul style="list-style-type: none"> <li>Service offers, submissions or agreements, contracts and correspondence</li> <li>Proof of external consultant's expertise</li> </ul>
Activities aimed at obtaining a contract outside of Québec via a request for proposals or by invitation	<ul style="list-style-type: none"> <li>Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> </ul>	<ul style="list-style-type: none"> <li>Service offers, submissions or agreements, contracts and correspondence</li> <li>Proof of external consultant's expertise</li> </ul>
Activities related to setting up a foreign office, subsidiary or joint venture, or acquiring an enterprise outside of Québec as long as the project will have an economic impact for Québec	<ul style="list-style-type: none"> <li>Professional fees, including and as appropriate, travel and living expenses of the external consultant</li> <li>Expenses for the first year of office or building rent outside of Québec</li> </ul>	<ul style="list-style-type: none"> <li>Service offers, submissions or agreements, contracts and correspondence</li> <li>Proof of external consultant's expertise</li> </ul>