

# Alberta Export Expansion Package

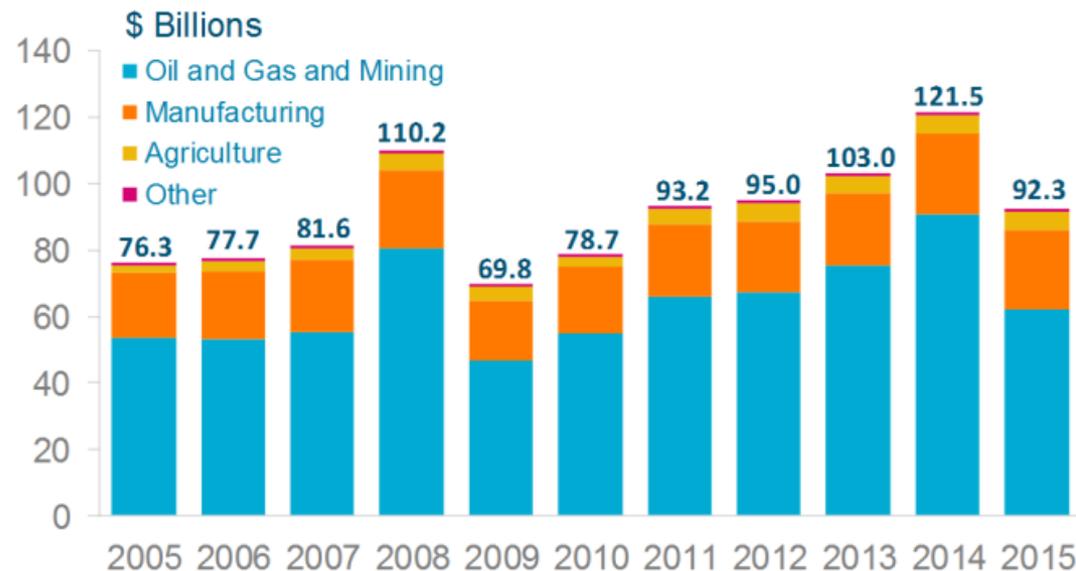
## Export Readiness Micro-Voucher Program



# Why the program exists

- Through the Alberta Export Expansion Package, the government is providing financial support to encourage more companies to export into new markets.

Alberta's Goods Exports between 2005 and 2015



Sources: Statistics Canada and Alberta Economic Development and Trade

- When encouraging companies to export, they often ask:  
“What do I need to do to start exporting?”

# What is a market entry strategy?

*Helps SMEs align their international plans with global opportunities and evaluate the risks and benefits of exporting prior to entering new global markets.*

Key elements to a Market Entry Strategy include:

- Market information (customers, competitors, regulations, etc.)
- Pricing
- Promotion/Marketing
- Inventory
- Distribution
- Financial support



# Export Readiness Micro-Voucher Program

- SMEs interested in entering a new export market receive support to develop targeted international market entry strategy and an export-specific marketing plan for international expansion.
- Utilizing Alberta Innovates' successful micro-voucher program, SMEs apply for funding support to the Export Readiness Micro-Voucher Program.
- EDT has committed \$600,000 over three years to support approximately 120 companies for the development of customized export readiness plans.

 Alberta Government

 ALBERTA INNOVATES

# Application details

- Program runs on an open call basis, continuously accepting applications until the end of the three-year program period or until funds are expended, whichever comes first.
- SME can only submit one funding application under the Export Readiness Micro-Voucher program for export readiness to a maximum amount of \$5,000, with the SME contributing 25% of the project costs
- Project must be complete within one year of project award start date
- Applications submitted through the current micro-voucher application system:
  - [https://proposals.aitf.ca/UREF142229115122155908484/WD1\\_Login/](https://proposals.aitf.ca/UREF142229115122155908484/WD1_Login/)



The screenshot shows the login page for the Alberta Innovates application portal. At the top, the Alberta Innovates logo is displayed. Below the logo, a red warning message states: "If the 'Submit' button at Step 5 of the application is not clicked within 90 days, the application will be removed from the system." The page is divided into three main sections: "Login", "Register", and "Forgotten Password". The "Login" section contains fields for "Username" and "Password", with a "Login" button below. The "Register" section contains a "User Registration" button. The "Forgotten Password" section contains an "Email Address" field and a "Reset Password" button. At the bottom of the page, it is noted that the system is powered by i35 TechFlow and is a sponsor for Microsoft Internet Explorer, iD, Mozilla Firefox, OS/2, Apple Safari, and Google Chrome.

# Eligibility criteria

Applicants must meet the following requirements:

- “SME” is defined as being a company with fewer than 500 full time employees, and less than \$50,000,000 annual gross revenue
- Be a for-profit SME
- Cannot have any legal relationship with the service provider
- Physical presence in Alberta
- Be a legal entity in Alberta
- SME must have existing sales of a minimum of \$50,000 at the time of application

Service provider must meet the following requirements:

- Demonstrated qualification, capabilities and capacity to successfully perform the work required;
- Cannot have legal relationship with the applicant
- Must provide the services at reasonable market rates



A man in a dark suit and patterned tie is holding a tablet computer. The tablet screen displays a glowing blue globe with a pair of hands holding it. Below the globe, there is a network of white silhouettes of people and blue squares connected by lines. The background is a soft blue gradient.

Thank you.