



# Customized Export Development Training Program

**Ontario's North Economic Development Corporation (ONEDC)** is pleased to announce a NEW program designed to assist Northern Ontario-based small and medium-sized SMEs enhance their export growth. During these uncertain times, companies have to adapt new approaches and innovative solutions to succeed in international markets. The Customized Export Development Training (CEDT) Program provides funding support for export-ready companies to hire the services of qualified expert(s) that will enhance your export performance through training and/or strategic planning activities.

As part of the Northern Ontario Exports Program, the CEDT is delivered by ONEDC and funded by FedNor with the support of the Northern Ontario Heritage Fund Corporation. The CEDT Program is not a “one size fits all” initiative. We recognize that every company has unique training and execution requirements when it comes to export performance including, but not limited to sales, service, customer relationships management, and more. This program is tailored to address your specific needs.

If you are serious about growing the export performance of your business through relevant training and/or strategic planning initiatives, this program provides timely financial support to help you achieve your international growth.

## ► Who is eligible?

- Northern Ontario-based companies that have completed the Strategic Export Marketing Program (SEMP), similar export strategic planning exercises, and/or companies with a minimum of five years export experience and an up-to-date export strategy/marketing plan
- Minimum annual revenue of \$1 million
- Must be a registered business for a minimum of two years, be in full compliance with all government laws and regulations, and not receiving any other contributions from public sector funds towards the project

## ► What activities are eligible?

Eligible export training services that companies may wish to explore include:

- Export strategic planning and development
- Sales skills development and coaching
- Sales performance management and planning
- Creating and communicating effective value propositions
- Finding, training and working with agents/distributors
- International sales training
- Cultural training for foreign market entry
- Inbound marketing as a tool for generating sales
- Marketing/sales gap analysis
- Operational and/or productivity training that directly impact exports

Other activities may be deemed eligible at the discretion of the evaluation committee in Step 1. The CEDT committee has the right to determine the eligibility/ineligibility of all activity costs noted in your application. The CEDT program will only reimburse third party experts hired by your company and will not support internal wages/salaries or other internal costs. Examples of ineligible costs include, but are not limited to, purchases of software, hardware, licenses, and/or other capital investments.



## Optimize Your Company's Export Performance



## How the program works

Interested parties can request a 'Step 1' application form, which will provide the overall details of your proposed project and eligibility criteria.

At the discretion of ONEDC, companies with robust eligible projects will be invited to submit a 'Step 2' application form that will ask for a detailed project outline and proposed timelines of the desired training and/or planning initiatives.

Applicants will also be required to include a detailed quote from your desired third party consultant along with their qualifications to complete the project.

**Please note that companies will be required to demonstrate how the proposed activities will support their export development and growth.**

A funding agreement will be required with approved applicants and for the specific projects described. The terms and conditions of the approved funding, including payment terms and company contribution, will be outlined in the agreement.

## The CEDT Program has two streams as follows:

### ► Companies with an Export Strategic Plan

Companies that have previously completed the Strategic Export Marketing Program (SEMP) and/or related activities, such as the Trade Accelerator Program (TAP), or five years minimum export experience with a demonstrated export strategy/marketing plan, are invited to apply for up to 70% of the training costs to a maximum of \$21,000 (i.e. maximum total project costs of \$30,000). Eligible companies can also use a portion of the funds to support operational training related to export performance and/or to revisit their export strategic plan.

**Example: Company A, that has completed the SEMP program, wishes to improve the performance of their international sales team and evaluate the effectiveness of their sales management system. They have applied for funding of \$21,000 (total project \$30,000) towards this initiative.**

### ► New Export-Ready Companies and/or Companies without an Export Strategic Plan

Companies without the required export experience can apply for up to 70% to a maximum of \$7,000 (i.e. maximum total project costs of \$10,000) to prepare an export strategy and/or to identify areas for improvement within their operation that supports exporting. Upon successful completion, the companies can apply for the balance of available funding up to \$21,000 to support export related training initiatives. Please note, the maximum contribution towards CEDT initiatives is \$21,000.

**Example: Company B is new to exporting and therefore has applied for \$7,000 towards the completion of an Export Strategy and Marketing/Sales Gap Analysis with a third party expert. The Gap Analysis exercise revealed opportunities to improve their sales team skills that will enhance export outcomes. Subsequently they applied for funding of \$14,000 (the remaining balance of \$21,000) towards this training.**

## How to apply

Applications will be reviewed on first come, first served basis. As program funding is limited, there is no guarantee that all applications meeting program criteria will be approved.

For inquiries, or to request the Step 1 application form, please contact us.

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