

Export Marketing Assistance



Conditional contributions of up to \$10,000 or 50 per cent of eligible project costs.

The City of Greater Sudbury and the Greater Sudbury Development Corporation (GSDC) are pleased to announce the launch of a new, rapid response Export Marketing Assistance (EMA) Program for local businesses.

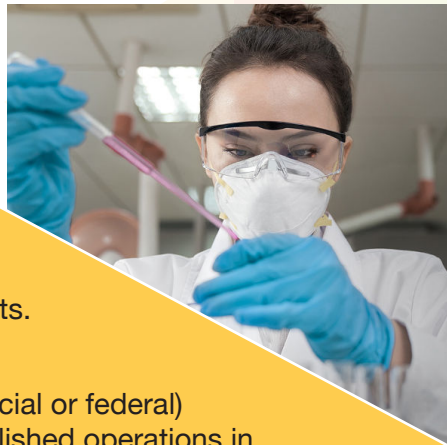
In the face of global market and trade uncertainty, it is imperative that Greater Sudbury businesses diversify and strengthen their presence in new markets. The EMA Program is designed to provide fast, targeted financial support to export-ready companies to support expansion outside of Ontario, both internationally and across the country.

If you're looking to grow your export potential and build resilience, this program is your gateway to new opportunities. With funding support from the GSDC, the EMA Program serves to showcase Greater Sudbury's innovative products and services to new customers and assist companies with stabilizing and growing revenue. Funding can be used to support a range of export focused marketing and sales activities for costs incurred between the date of application and December 31, 2025.

Who is Eligible?

Priority is given to private sector businesses with a clear plan to grow in new export markets. To qualify, applicants must:

- Be a registered business (provincial or federal) with at least 12 months of established operations in Greater Sudbury
- Have either existing successful export operations or export-ready products/services with demonstrated capacity and market strategy
- Generate annual sales between \$250,000 and \$25 million
- Be fully compliant with all applicable laws and regulations
- Not receive other public funding for the same activities
- Ensure the project is aligned with their strategic trade priorities



Eligible Costs*

- Participation in outgoing trade missions
- Ground transportation (e.g., car rental, fuel)
- Booth development, rental and exhibition costs
- Meals and accommodations (up to two employees, max \$150/day per person)
- Return economy airfare (up to two employees)
- Marketing and promotional activities, including translation services

*All expenses must directly support export development activities in new and target markets. Additional costs not listed may be considered eligible at the discretion of the evaluation committee. The EMA committee reserves the right to determine the final eligibility of all proposed expenses.

Ineligible Costs*

- Capital costs
- Operational expenses
- Training costs
- Mileage
- Travel and accommodations within Ontario
- Feasibility studies or proposal preparation
- Alcoholic beverages and gratuities
- Personal telecom charges (email, phone, etc.)
- Refundable taxes (e.g., HST)
- Costs incurred before the application date
- Costs related to previously completed projects

*Only pre-approved activities undertaken after application receipt and incurred before December 31, 2025, will be considered.

How to Apply:

For inquiries and to request an application form, please email the Investment and Business Development Team at invest@greatersudbury.ca with “EMA 2025” in the subject line.

Applications are reviewed on a first-come, first-served basis. Funding is limited, and meeting eligibility criteria does not guarantee approval.

How Applications are Evaluated

Applications are assessed based on the expected outcomes of your proposed export activity—such as increased revenue, job creation and other measurable business impacts. The EMA Program supports companies exporting products or services to new markets. Funding is limited. To learn more and discuss your eligibility, please email the Investment and Business Development Team at invest@greatersudbury.ca with “EMA 2025” in the subject line.

