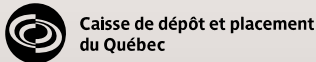


APPLICATION

SME PASSPORT

 TAKE YOUR BUSINESS GLOBAL

In collaboration with:



Canada Economic
Development
for Quebec Regions

Développement
économique Canada
pour les régions du Québec



Consulting partner:



The international trade department, powered
by the Chamber of Commerce of Metropolitan
Montreal's Acclr experts



1. PROJECT DESCRIPTION

The Board of Trade of Metropolitan Montreal and its team of international trade experts, the World Trade Centre Montréal, through a partnership with Québec International, and its team of foreign market development experts, are offering a structured guidance program to support the international development of a selected group of Quebec SMEs: *SME Passport*.

Over the course of 18 months, twenty-three (23) companies selected for their strong export potential will benefit from a complete program including:

1. A meeting with an expert advisor for an analysis of the company's situation and of its international potential, followed with the development of an action plan
2. Personalized coaching and training sessions meeting the specific needs of the selected companies
3. Participation in networking events, including a foreign trade mission to one of the company's targeted territories
4. Services and visibility valued at over \$25,000

2. ACTIVITIES IN DETAIL

Export diagnosis:

An international development specialist will make an export assessment and recommendations.

National Bank financial diagnosis:

You will meet a National Bank International Financing Specialist who will review the financial statements supplied during the selection stage and discuss the smartest international funding structure for your business.

Plan of action:

With help from a specialist, you will identify your company's needs, markets with high potential, and the main stages of your international development

Coaching:

Advisors will equip your management team, allowing them to master the essential aspects of exporting your product or service to a targeted market.

Training workshops:

You will attend half-day training sessions on various important aspects of conducting business abroad, specifically corresponding to your needs.

Exporters Club:

Three or four meetings between the cohort's participants during which you will discuss your export challenges with a view towards co-development.

Networking:

You will meet foreign clients or partners, as well as other entrepreneurs interested in the same markets.

A turnkey trade mission:

The mission will take place on one of your target markets and its personalized program will include business meetings, airline tickets, and lodging (up to \$10,000). Certain conditions apply.

3. COMPANY PROFILE REQUIREMENTS

The companies being sought meet the following criteria:

Competitive advantage

The SME offers a product or service with strong international development potential.

By "strong potential" we mean efforts made by your company to be more competitive: a product that stands out from the competition and meets a demand; new ways of presenting your products; the use of new technologies; the design of environmentally-friendly products; etc.

Financial capacity and required resources

The SME has the financial and other resources necessary for its international development. Its annual turnover is ideally over \$1 million and less than \$25 million.

Commitment

The SME names a direct representative who will seriously commit to taking part in the activities and applying the acquired knowledge.

Stage of international development

The SME meets either of the following conditions:

- The SME has taken exploratory steps abroad or
- The SME is already exporting its products or services and is hoping to diversify its export markets

4. ELIGIBILITY CRITERIA

1. The applicant must be a for-profit company with its headquarters located in the province of Quebec.
2. The application must be complete and submitted by the set deadline.
3. The Board of Trade and Québec International reserve the right to reject any application that does not meet the criteria.

5. APPLICATION

SMEs corresponding to the profile being sought may submit their application by providing the following documents:

The duly completed application form

A business plan (optional)

Financial statements for the last two years¹

**Additional documents may be required.*

6. REGISTRATION

The services and visibility offered by the program are valued at approximately \$25,000.

The application must be sent by email before **Friday, November 11, 2016** at the very latest.

By email:

application@smepassport.com

7. CONTACTS

For more information about applying, please contact:

JULIE-CLAUDE GAUTHIER

Head, International Market Development
Board of Trade of Metropolitan Montreal
514 871-4002, extension 6218
application@smepassport.com

MARGARITA MOTTA

International Business Commissioner
Québec International
418 681-9700, extension 229
application@smepassport.com

¹ We require financial data in order to assess your company's eligibility. The Board of Trade of Metropolitan Montreal and Québec International will keep this information confidential.

APPLICATION FORM

2016-2017 GROUP

Contact Information

Mr.	Ms.
First name	Last name
Title	Company
Address	Website
City	Province
Postal code	Email
Telephone	Fax
Cell phone	

Company profile

How many employees does your company have?

What was the amount of your annual turnover (2015)?

What are the sectors and sub-sectors of your company?

Describe your company (products, services, advantages, etc.)

Maximum 300 words

At what stage of development is your company abroad?

Maximum 200 words

What are your objectives at the international level? Briefly describe your strategy, the efforts you have made up to this point, and the markets you are targeting.

Maximum 200 words

What are your expectations regarding SME Passport?

Maximum 200 words

Conditions of participation

Limitation of liability: The participant and the organization whom the participant represents hereby release the World Trade Centre Montréal and the Board of Trade of Metropolitan Montreal from any liability whatsoever, and they hereby waive any recourse, claim or legal action of any kind whatsoever, including, without limiting the generality of the foregoing, any recourse, claim or legal action of any sort relating to problems with police or legal authorities, or legal actions, whether same result from a statement, act or behaviour of any kind whatsoever made or carried out by the participant.

Date :

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