

Trade Mission to Brazil

September 2–6, 2024 • São Paulo, Brazil

Guidelines

Deadline for receipt of applications: June 7, 2024

Objective

Livres Canada Books is planning a trade mission to Brazil in order to evaluate this market's potential for Canadian publishers. The information gathered during this mission will help steer Livres Canada Books' programs and services.

The delegation will consist of up to 10 Canadian book publishers active in the Brazilian market. Delegates will meet with selected Brazilian publishers and potential partners in order to extend their overview of this market. The mission will take place during the professional days of the São Paulo International Book Fair. The consultant, Dolores Prades, will help with developing the delegates' agenda at the fair.

The Executive Director of Livres Canada Books will accompany the delegation.

Eligibility Criteria

To be eligible for the trade mission, the applicant must submit an application under the 2024–2025 Foreign Rights Marketing Assistance Program (FRMAP). Subsequently, the applicant must be confirmed eligible for this program.

- The applicant must have fulfilled contractual obligations with respect to author royalty payments by the application deadline.
- The applicant must have been a confirmed recipient and fulfill all requirements of the Canada Book Fund of the Department of Canadian Heritage to be eligible for this mission and for other funding programs administered by Livres Canada Books.
- Livres Canada Books will consider the applicant ineligible for financial assistance under this mission if the applicant does not fulfill all conditions stipulated in these guidelines.
- Provincial or national associations are not eligible for this mission.

General Criteria

Applicants must comply with and meet all definitions and conditions listed in these guidelines.

Evaluation Process

Livres Canada Books will select up to 10 delegates to represent Canadian book publishing.

Selection Criteria

Decisions rendered by Livres Canada Books will be based on the objectives of the trade mission and the following criteria:

- Potential of applicant's titles in the Brazilian market.
- Stage of development and implementation of the applicant's export strategy to Brazil.
- Quality of the responses and arguments presented by the applicant.

Delegates' Responsibilities

The delegates will be expected to attend all preparation meetings, be adequately prepared for the trade mission, and to arrive **in São Paulo by September 1st at the latest**.

Following the trade mission, delegates will share their experiences during a webinar. Livres Canada Books will also publish a list of contacts made by the delegates during the mission.

Travel allocation

Delegates of the mission can use FRMAP funding to cover a part of the trip. Each eligible delegate will be allocated one additional event and delegate to their 2024–2025 FRMAP Contribution Agreement. Delegates will be able to claim up to seven (7) days of travel allowance (\$225 per day). Travel allowance will be calculated based on the number of nights spent in Brazil (with the submission of an accommodation receipt).

Application Procedure

The applicant must complete Part A, B, and C of the application form.

Post-Mission Obligations

Applicants are asked to submit a list of mission contacts and be available for a wrap-up webinar.

Appeal

Applicants may appeal decisions under the trade mission in writing to the Chair of Livres Canada Books. Appeals must be received no later than fifteen (15) calendar days after the date the decision was communicated to the applicants. Appeals will be entertained by the Appeals Committee only when there is clear and unmistakable evidence of procedural improprieties and/or mistakes made by Livres Canada Books in processing the application.

Audit Provision

Livres Canada Books reserves the right to conduct an audit of any company funded under the Livres Canada Books' program, including random audits. If a material difference exists between the Recipient's report and that of Livres Canada Books' auditor, and an adjustment to the contribution is required, 50% of the cost of the audit will be borne by the Recipient. The decision on the selection of firms to be audited is made randomly. Notwithstanding such random selection, the Deputy Executive Director in consultation with the Executive Director may select for audit a firm or firms whose financial data, reports, or other material contain questionable or inconsistent information.

For Further Information

Any applicant with questions on the Trade Mission application procedure should contact us as soon as possible so we can provide an answer before the deadline of **June 7, 2024**.

Livres Canada Books

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Please submit your completed application to getcheverry@livrescanadabooks.com.

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