

## Trade Mission to Shanghai - China

DATES: November 14 - 18, 2017

### Guidelines

Deadline for receipt of applications: **Friday June 30, 2017**

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#### ➔ New this year

##### Objective

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

- ➔ The delegation will consist of up to 10 Canadian children's book publishers representative of the industry and active in the Chinese market. Delegates will meet with selected Chinese publishers and potential partners in order to extend their overview of this market in advance and during the China Shanghai International Children's Book Fair. The Executive Director of Livres Canada Books will accompany the delegation.

##### Eligibility Criteria

- To be eligible for the trade mission, the applicant must have submitted an application under FRMAP 2017-2018. 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 confirmed to 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 children's 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 Chinese market of children's publishing.
- Stage of development and implementation of the applicant's export strategy to China.
- Quality of the responses and arguments presented by the applicant.

##### Delegates' Responsibilities

The delegates will be expected to attend the preparation meetings and be adequately prepared for the trade mission.

After the trade mission, each delegate will be required to contribute to a mission report and to contribute to a webinar in order to share the experiences gathered with publishers who were not able to participate in the mission

### ➔ **Travel allocation**

**Delegates of the mission should use the FRMAP program to cover their travel expenses. Each eligible delegate will be allocated one additional event and delegate to their 2017-2018 FRMAP Contribution Agreement for five days spent on the mission. Please refer to the 2017-2018 FRMAP guidelines for more details.**

### **Mission Period**

Available financial support is tied exclusively to activities conducted by the delegates between November 14-18, 2017. A complete program of the trade mission will be available in November 2017.

### **Application Procedure**

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

### **Post-Mission Obligations**

In order to reimburse the eligible expenses covered under Livres Canada Books' trade mission to China, the applicant must submit original transportation receipts and a mission report.

When submitting a trade mission claim under the FRMAP program, publishers must complete all sections of the form, including the transportation section, and provide supporting documents showing fares.

When the transportation ticket does not indicate the fare, publishers must submit another supporting document confirming the fare (an airline/travel agent invoice/receipt). Printed confirmations of online bookings stating the fare price and itinerary are also adequate. Credit card account statements **will not be considered** as supporting documents for transportation. Only actual expenses paid are eligible. Tickets obtained through barter or reward points (Air Miles, Aeroplan, etc.) cannot be factored into the contribution.

- ➔ A delegate must provide original accommodation receipts as proof of the duration of his/her stay in the city where the eligible event takes place. Receipts for parking, local transportation, and meal costs are no longer examples of eligible supporting documents for the calculation of the travel allowance. If a delegate stays in non-commercial accommodations, they may submit a written communication attesting to the number of nights spent at the accommodation. Unofficial or handmade receipts and internal documents (e.g., money requisitions or internal expense reports) are not eligible as supporting documents.

### **Reporting Requirements**

Livres Canada Books will disburse trade mission eligible expenses to eligible applicants who have duly completed claims and supporting documents (see the Post-Mission Obligations section above).

### **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 of Livres Canada Books 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 the Livres Canada Books Secretariat 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 Programs Manager 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 Livres Canada Books Application Procedure should contact us as soon as possible so we can provide an answer before the deadline of June 30, 2017.

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