

Trade Mission to Sharjah - The United Arab Emirates

DATES: October 27 – 31, 2019

Guidelines

Deadline for receipt of applications: **Friday, June 14, 2019**

➔ **New this year**

Objective

Livres Canada Books is planning a trade mission to Sharjah, United Arab Emirates 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 14 Canadian book publishers representative of the industry and active in the Emirati market. Delegates will meet with selected Emirati publishers and potential partners in order to extend their overview of this market in advance and during the Sharjah Book Fair. The mission will include three professional days organized by the book fair before the fair and two days at the fair, for a total of five days. In addition, a consultant will help with developing the delegates' agenda for the two days of the fair. Livres Canada Books will have a collective stand for the entire book fair (October 30th to November 9th).

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 2019-2020. 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 14 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 Emirati market.
- Stage of development and implementation of the applicant's export strategy to the United Arab Emirates.
- 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.

Following the trade mission, selected delegates may be requested to share their experiences during a webinar. Livres Canada Books will also publish a list of contacts on its website.

➔ Travel allocation

The Sharjah Book Fair is pleased to invite 14 delegates with all expenses paid (including hotel and flight) for up to five days. Delegates of the mission should use the FRMAP program to cover additional days. Each eligible delegate will be allocated one additional event and delegate to their 2019-2020 FRMAP Contribution Agreement for up to four extra days spent on the mission. Please refer to the 2019-2020 FRMAP guidelines for more details.

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 the United Arab Emirates, the applicant must submit a mission report.

➔ No reimbursement will be made for transportation covered by the fair authorities.

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, **for the additional days not covered by the book fair**. 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 Senior 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 14, 2019.

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