

LEGISLATIVE ASSEMBLY OF THE
NORTHWEST TERRITORIES
10TH ASSEMBLY, 9TH SESSION

TABLED DOCUMENT NO. 33-87(1)

TABLED ON MARCH 2, 1987

MAR 2 1987

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TRADE SHOW ASSISTANCE

The Government of the Northwest Territories supports and encourages activities which will enhance NWT exports and import replacement.

To that end, the Government of the Northwest Territories will provide financial assistance to NWT businesses attending commercial trade shows.

A handwritten signature in black ink, appearing to read "Neil L.", written over a horizontal line.

Government Leader and
Chairman of the Executive Council

Reference

For elaboration of this Policy refer to Directive.

SCOPE

This directive applies to the provision of financial assistance for NWT businesses attending trade shows to expand their share of markets both within and outside the Northwest Territories.

DEFINITIONS

1. NWT Business

Means a business which complies with the legal requirements to carry on business in the Northwest Territories, and meets the following criteria:

- (a) (i) is a limited company with at least 51% of the company's voting shares beneficially owned by Northern Residents, or
 - (ii) is a co-operative with at least 51% of the co-operatives' voting shares beneficially owned by Northern Residents, or
 - (iii) is a sole proprietorship the proprietor of which is a Northern Resident, or
 - (iv) is a partnership, the majority interest of which is owned by Northern Residents.
- (b) Maintains a Resident Manager.
- (c) Maintains a Bona Fide place of business in the NWT.

2. Trade Show

A domestic or international trade fair or show which, in the opinion of the Minister of Economic Development and Tourism, has the potential for enhancing NWT exports or import replacement.

3. Northwest Territories Sales Community

Means any NWT community in which the applicant maintains its headquarters, warehouse, retail sales outlet, other business infrastructure or hired employees.

4. Contribution

Means a conditional transfer payment, made to a recipient, subject to audit, and for which the government will not receive any goods or services.

5. Booth/Display Space

Means up to 1,000 sq.ft. of display area.

PROVISIONS**1. Eligibility**

Eligibility is restricted to NWT Businesses.

2. Preference

Subject to funding limits, preference will be given to businesses which, in the opinion of the Minister of Economic Development and Tourism, will contribute the most toward enhancement of Territorial business prospects.

3. Authority and Accountability**(a) Executive Council**

Only the Executive Council may approve exceptions to this policy.

(b) Financial Approval**(i) Chief, Business Development**

The Chief of Business Development, Department of Economic Development and Tourism may approve contributions to eligible NWT businesses to the maximum specified below.

(ii) Financial Management Board

In the event of unplanned contribution needs, expenditures additional to those appropriated in the Main Estimates shall be approved by the Financial Management Board.

(c) Program Approval

The Executive Member responsible for the Department of Economic Development and Tourism shall approve all program provisions.

4. Criteria

Applicants must be NWT Businesses.

5. Terms and Conditions

The following terms and conditions will apply:

- (a) all contributions will be subject to normal accountability and audit requirements;
- (b) applications for financial assistance must be received by the Department of Economic Development and Tourism, with reasonable notice, prior to commencement of the trade show;
- (c) applications for assistance will only be approved for attendance at trade exhibits located outside applicants' Northwest Territories Sales Community(ies);
- (d) for trade shows located outside Canada, applicants must provide evidence that financial assistance is not available from the Department of External Affairs;
- (e) for trade shows in the Northwest Territories or elsewhere in Canada, applicants must provide evidence that financial assistance is not available from other government sources;
- (f) recipients of financial assistance under the policy must submit a report detailing the sale and marketing results of the trade show/s attended.

6. Financial Contributions

- (a) Financial assistance may be granted to eligible businesses up to a maximum of:

- (i) \$2,000 for Booth display space and furniture rental costs;
 - (ii) 50% of economy return airfare or equivalent for one person;
 - (iii) 50% of freight costs;
 - (iv) \$100 for insurance costs;
 - (v) \$130 per-person, per-day for one person for on-site trade show preparation, attendance, and removal of displays. Allowance for set up and removal will be limited to one day each.
- (b) Maximum contributions per applicant shall be the lesser of 50% of total applicant costs for the trade show or \$3000.
- (c) Applicants shall be limited to one contribution per year.

7. Applications

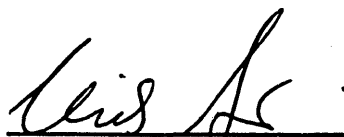
The following conditions will apply:

- (a) Applications for financial assistance will include:
- (i) proof of business registration and/or licence to operate in the NWT;
 - (ii) name, theme and location of trade show and purpose of attending;
 - (iii) estimated cost of attending trade show;
 - (iv) estimated benefits of attending trade show.
- (b) Applications for financial assistance to participate in trade shows should be submitted to:

Regional Superintendent
Department of Economic Development and Tourism
Government of the Northwest Territories

8. Prerogative of Executive Council

Nothing in this Directive shall in any way be construed to limit the prerogative of the Executive Council to make decisions or take actions, respecting Trade Show Assistance, outside the provisions of this Directive.



Government Leader and
Chairman of the Executive Council