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TFO Canada Responsive Facility

Canadian Market Access and Capacity Building Services (2014-2018)

Increasing your access to the Canadian market

The Responsive Facility is an initiative under the Canadian Market Access and Capacity Building Services program implemented by Trade Facilitation Office Canada (TFO Canada), which provides technical assistance and financial support to trade support institutions (TSIs) including embassies, trade offices/consulates and bilateral chambers of commerce in Canada from TFO Canada's Priority Countries, with the objective of increasing Canadian market access for the small and medium enterprises (SMEs) of these countries.

The Responsive Facility is a co-financing mechanism to support activities proposed by TSIs from eligible countries. Funding is provided on a matching basis with the majority of activity costs funded by the TSIs and participating exporters or importers. Typical project size is CA\$40,000-CA\$60,000, with TFO Canada contributions not exceeding 40% of the project value. For approved projects, TFO Canada will use its contribution primarily to provide consulting services (e.g., delivery of seminar, recruitment of buyers, advisory services) and related travel expenses in support of your activity. Travel expenses of project participants (SMEs) and exhibition costs (where applicable) are typically financed by the TSI and/or the participants themselves.

Activities

Eligible activities include, but are not limited to:

- Seminars (general and sector specific) on exporting to Canada
- Exporter trade missions to Canada (e.g., market familiarization, trade fair participation, B2B matchmaking etc.)
- Canadian buyer missions to eligible countries
- TSI capacity building activities

Activities should be targeted on a single sector.

The primary sectors in which TFO Canada operates include food products, clothing, fashion accessories and home furnishings/décor. Two activities may be combined within a single proposal.

Let TFO Canada be your partner in accessing the Canadian market.

Register with us and be included in our online Supplier Database.



To see the list of eligible countries please sign into your online TFO Canada account at www.tfocanada.ca

Application Process

STEP 1: Trade support institution completes and submits an application form and 1-2 page description of the proposed activity.

STEP 2: Allow four weeks for processing and liaison with TFO Canada representatives. Where a specialized Call for Proposals has a specific deadline, all proposals received will be reviewed and processed within four weeks of the deadline.

Funding applications are competitive. For more information or to submit an application contact the TFO Canada project Manager for your region or email rtdf@tfocanada.ca.

This initiative is undertaken with the financial support of the Government of Canada provided through the Department of Foreign Affairs, Trade and Development (DFATD)

Criteria Checklist

Applications for funding will be assessed based on the following criteria:

Feasibility of the proposed activity

- Thoroughness of the application and 1-2 page description, including information on the participating SMEs
- Previous experience implementing similar projects
- Organizational capacity of the TSI (n.b. the TSI must be responsible for all logistical aspects of the activity)
- Viability of the proposed sector and participating enterprises for the Canadian market
- Financial capacity of trade support institution and participating enterprises to undertake the project

TFO Canada's capacity to support the proposed activity

- TFO Canada's capability and previous experience in the proposed sector
- Availability of technical experts and project management staff for the time proposed
- TFO Canada's previous experience collaborating with the trade support institution

Contribution towards economic development in the partner country

- Measurable immediate and intermediate outcomes (e.g., number of buyer-seller meetings, export readiness actions undertaken by exporters, volume of new export sales, etc.) generated as a direct result of the proposed activity
- Most or all participating enterprises should be SMEs
- Participating enterprises should uphold progressive human rights & labour standards and promote good governance, Corporate Social Responsibility and environmental sustainability
- TFO Canada encourages activities that benefit enterprises whose economic success directly contributes to poverty reduction and gender equality, particularly for marginalized or disadvantaged groups or regions

Financial aspects

- TFO Canada's contribution may not exceed than 40% of the total cost of the project (the "total cost" includes those paid by the trade support institutions as well as the participating enterprises)
- Each TSI and/or eligible country may not normally receive TFO Canada support for more than two projects per calendar year

TFO Canada Project Manager Contacts

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