



Livres Canada Books and Canada FBM2020

Trade Mission to Germany: Berlin and Munich

DATES: July 9-13, 2018

Guidelines

Deadline for receipt of applications: **Wednesday, February 28, 2018**

➔ New this year

Objective

Livres Canada Books, in partnership with Canada FBM2020, is planning a trade mission to Germany. The information gathered during this mission will help steer Livres Canada Books' and Canada FBM2020's programs and services in the lead up to Canada's role as the Guest of Honour at the 2020 Frankfurt Book Fair.

- ➔ The delegation will consist of up to 25 Canadian book publishing representatives who reflect the diversity of the book industry and are active in the German market. Delegates will meet with selected German publishers and potential partners in order to expand their understanding of this market. The Executive Directors of Livres Canada Books and Canada FBM2020 will accompany the delegation.

To be eligible for this trade mission, the applicant must fulfil one of the following criteria:

- Must be confirmed eligible for the FRMAP funding program from Livres Canada Books. The applicant must have submitted an application under FRMAP 2018-2019 by February 28th, 2018, exceptionally.
- If the applicant is a publisher and is not a funding recipient under FRMAP, the applicant must have an active and ongoing Canadian book publishing program; be Canadian-owned and operated; have completed at least 12 months of operation as a book publisher; have published at least 5 titles in its lifetime of operation.
- If the applicant is a literary agent, the applicant must belong to an active Canadian-owned and operated literary agency; have completed at least 12 months working for a literary agency; have sold at least 5 titles to Canadian publishers as an agent and hold rights to Canadian-authored books.

General Criteria

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

➔ Evaluation Process and Selection Criteria

A selection committee representing Livres Canada Books and Canada FBM 2020 will select up to 25 delegates, who will represent the diversity of Canadian publishing. Selection criteria decisions rendered

by Livres Canada Books and Canada FBM2020 will be based on the objectives of the trade mission and the following criteria:

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

The delegation will represent the diversity of the Canadian book industry.

Delegates' Responsibilities

The delegates will be expected to attend up to 3 preparation meetings (by teleconference or webcast) and be adequately prepared for the trade mission.

Following the trade mission, each delegate will be required to contribute to a mission report and may be asked 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

Travel support for the mission is being supplied by Livres Canada Books' FRMAP program, and Canada FBM2020; the Ontario Media Development Corporation and other partners administered by Canada FBM2020. All delegates will be awarded comparable financial contributions to cover their travel expenses, up to \$3000.00 Canadian Dollars.

All delegates will be informed in writing of the source of support for their participation in the mission.

Reporting and expense claims from all delegates will be required following the mission and will be submitted either to Livres Canada Books or Canada FBM2020. Details will be provided regarding reporting requirements and reimbursement policies once the selection process has been completed.

Mission Period

Available financial support is tied exclusively to activities conducted by the delegates between July 9-13, 2018. A complete program of the trade mission will be available in July 2018.

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' and Canada FBM2020's trade mission to Germany, the applicant must submit original transportation and accommodation receipts and a mission report. Details will be provided regarding reporting requirements and reimbursement policies once the selection process has been completed.

➔ Reporting Requirements

Livres Canada Books and Canada FBM2020 will disburse trade mission eligible expenses to eligible applicants who have duly completed claims and supporting documents (see the Post-Mission Obligations section above). Details will be provided regarding reporting requirements and reimbursement policies once the selection process has been completed.

Audit Provision

Livres Canada Books and Canada FBM2020 reserve the right to conduct an audit of any company funded under the Livres Canada Books' program or Canada FBM2020 and its affiliates, including random audits. If a material difference exists between the Recipient's report and that of Livres Canada Books' and Canada FBM2020's 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, Livres Canada Books and Canada FBM2020 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 application procedure should contact us as soon as possible so we can provide an answer before the deadline of February 28, 2018.

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Please submit your application to cdoucet@livrescanadabooks.com by February 28, 2018.