

Trade Mission to Morocco

DATES: June 1-5, 2023



Canadian
Heritage

Patrimoine
canadien

Québec is the Guest of Honour

Guidelines

Deadline for receipt of applications: **April 14, 2023**

Objective

Livres Canada Books is planning a trade mission to Morocco 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 book publishers active in the Moroccan market. Delegates will meet with selected Moroccan publishers and potential partners in order to extend their overview of this market. The mission will take place during the professional days of the Salon International de l'Édition et du Livre (SIEL) in Rabat, where Québec will be the Guest of Honour (organized by Québec Éditions). A consultant will help with developing the delegates' agenda at the fair. Livres Canada Books will also have a collective stand for the entire book fair (June 1-11, 2023) independently of the Québec Guest of Honour stand.

The Executive Director of Livres Canada Books will accompany the delegation.

Eligibility Criteria

To be eligible for the trade mission, the applicant must submit an application under FRMAP 2023-2024. 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 a confirmed recipient 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 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 Moroccan market.
- Stage of development and implementation of the applicant's export strategy to Morocco.
- 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

Delegates of the mission can use the FRMAP program to cover a part of the trip. Each eligible delegate will be allocated one additional event and delegate to their 2023-2024 FRMAP Contribution Agreement (the number of days will be determined when planning the mission).

Application Procedure

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

Post-Mission Obligations

Applicant are asked to submit a list of mission contacts and be available for a wrap-up webinar.

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 and Events 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 **April 14, 2023**.

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For any questions regarding Québec as the Guest of Honour at SIEL, publishers can contact the members of the Québec Édition team responsible for the project: Sébastien Lefebvre (slefebvre@anel.qc.ca) and Frédérique Saint-Julien (fsaintjulien@anel.qc.ca).

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