

# Livres Canada Books

## Mentoring Program – Argentina 2023-2024



Canadian  
Heritage

Patrimoine  
canadien

### GUIDELINES

Deadline for receipt of applications: Friday, February 2, 2024

---

#### Objective

The objective of the 2023–2024 Mentoring Program – Argentina is to provide a group of eligible publishers with export expertise to help them familiarize themselves with activities relating to exporting into the Argentinian market (examination and evaluation of their export potential, promotional activities, rights sales, distribution mechanisms). This program will allow eligible publishers to increase their export knowledge and properly evaluate the efforts needed to export their titles into this market.

Coaching activities include a one-on-one online session with the expert consultant on the eligible publishers' potential in the Argentinian market and a webinar providing an overview of publishing in Argentina, as well as information on rights sales and distribution (date to be confirmed). A recording of the webinar will be made available on our website.

**Presentation in English with simultaneous French interpretation.**

#### Consultant

Livres Canada Books will retain the services of a market expert to provide new perspectives on the Argentinian market and how Canadian publishers can maximize their potential (the consultant will be confirmed soon).

#### Eligibility Criteria

- To be eligible for the Mentoring Program – Argentina 2023-2024, the applicant must have been confirmed eligible for one of the following federal programs: Support for Publishers component of the Canada Book Fund in 2022-2023 or 2023-2024, Supporting Artistic Practice: Literary Publishers 2022 or 2023 or, Literary Publishing Projects 2022 or 2023 of the Canada Council for the Arts. This eligibility status must remain valid in 2023-2024.
- Priority is given to applicants with eligible export sales of less than \$50,000 in the company's last completed financial period OR less than an average of \$50,000 over the company's last three (3) most recently completed financial periods.
- The applicant must have fulfilled its contractual obligations with respect to author royalty payments by the application deadline.
- Provincial or national associations are not eligible under this program.

#### Evaluation Process and Selection Criteria

Applications will be reviewed by Livres Canada Books who will select up to 10 eligible publishers.

Decisions made by Livres Canada Books will be based on the relative value of the application of the company relative to other applicants. The assessment will take into account the objectives of the Mentoring Program and the following criteria:

- potential of the applicant's titles within the Argentinian market;
- stage development and implementation of a strategy for export by the applicant in Argentina;
- previous experience of the applicant in terms of promotion and marketing in the Argentinian market;
- quality of the answers and arguments presented by the applicant.

#### Application Procedure

The applicant must complete parts A, B, and C of the application form.

## 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 **February 2, 2024**.

Mariana Bianchini, Programs and Events Officer

Livres Canada Books

[mbianchini@livrescanadabooks.com](mailto:mbianchini@livrescanadabooks.com)

[www.livrescanadabooks.com](http://www.livrescanadabooks.com)