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8 For the purposes of determining qualifying costs applicant is defined as not only the person lodging the application but also includes applicant's employees, employees of associate/ subsidiary, parent companies, and immediate family members.

9 Applicants own costs are ineligible under the scheme.

10 Component One

- * Provides assistance to research new markets, not to travel to these markets

- * New market means a market to which the good or service to which the application relates is not/has not been supplied by applicant

- * Markets are considered on a country-by-country basis except in the case of USA where 6 markets exist.

- * Assistance available to employ outside expertise to undertake the research; outside expertise defined as not applicants employees, not employees of associate/ subsidiary/parent companies, nor immediate family members

- * Research can take the form of either specially commissioned research or review of existing research (New Zealand or overseas)

- * If consultant's cost is in excess of \$5,000 (grant of \$2,500 or more sought) two competitive bids must accompany application or an explanation supplied as to why bids not sought

- * Applications must be accompanied by consultants brief/terms of reference; detailed cost breakdown; CV

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11 Component 2

- * New markets have same meaning as that used for Component 1

- * This component is restricted to those who have had a grant under component 1 or to those who can provide details of having independently undertaken research into market to be visited

- * Assistance is available for air or ground travel (economy class) only for up to two of applicants full-time salaried employees

- * Available for visiting new markets to explore opportunities for applicants goods/services

- * Must supply itinerary of pre-scheduled appointments, evidence of pre-scheduling

- * Applicants can combine travel to new markets with travel to existing markets but need to supply full itinerary of pre-scheduled visits and costs

12 Component 3

- * Objective is to assist applicants potential of increasing sales of goods and services by exhibiting at trade fairs

- * Assistance available to help meet cost of applicant's participation at specific trade fairs (stand hire, design of stand, stand construction, servicing stand, advertisements, promotion costs)

- * Fair must involve a number of individual participants, is restricted to the "trade" (not open to the public) and participants must be from more than one country.