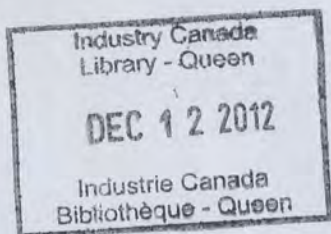# SHARPENING OUR COMPETITIVE EDGE

CANADIAN APPAREL AND TEXTILE INDUSTRIES PROGRAM

Canadä

The Canadian Apparel and Textile Industries Program was introduced by the Government of Canada on January 1, 2003. It has a single goal — to work in partnership with apparel and textile companies so they can become more innovative and ready to pursue new market opportunities.

The program has two distinct components, one for firms, the other for national initiatives. It focuses on projects and processes that will help apparel and textile companies and their industry associations to:

- Apply new technologies to improve productivity
- Strengthen marketing strategies
- Identify high-potential niche markets
- Develop e-business capabilities
- Diversify products.

FIRMS COMPONENT

Do you have new and innovative ideas on how to become more competitive? You may qualify for funding under the Canadian Apparel and Textile Industries Program.

WHO IS ELIGIBLE?

- Well-established, for-profit Canadian apparel or textile manufacturing firms
- Canadian designers whose designs are manufactured in Canada.

WHAT PROJECTS ARE ELIGIBLE?

- Studies that will identify best practices leading to innovation in design, technology and production
- Projects that will implement the results of these studies
- Development of strategic business plans for financing applications
- Studies to identify new niche markets.

WHAT COSTS ARE ELIGIBLE?

Eligible costs include:

- Salaries, wages and employee benefits
- Materials and supplies
- Consultants and professional services.

The Canadian Apparel and Textile Industries Program will contribute up to 50 percent of eligible costs, to a maximum of $100 000, for each approved project. The costs of fixed assets are not eligible.

NATIONAL INITIATIVES COMPONENT

Organizations like yours have unique insights into industry challenges and opportunities. The Canadian Apparel and Textile Industries Program supports initiatives that have a broad impact and that are beyond the scope and means of individual apparel and textile firms.

WHO IS ELIGIBLE?

- Not-for-profit organizations such as corporations, associations and other consortia of partners that are well established in the apparel and textile industries.

WHAT PROJECTS ARE ELIGIBLE?

- Branding and marketing initiatives in selected markets
- E-business initiatives
- Development and implementation of global marketing strategies.

WHAT COSTS ARE ELIGIBLE?

Eligible costs include:

- Salaries, wages and employee benefits
- Materials and supplies
- Consultants and professional services.

The maximum amount the Canadian Apparel and Textile Industries Program will contribute to an approved project will not exceed 90 percent of eligible costs.

TO FIND OUT MORE

For more information about the Canadian Apparel and Textile Industries Program and to obtain an application form, contact one of the organizations listed below:

FIRMS COMPONENT

HEAD OFFICE LOCATED IN QUEBEC
Canada Economic Development for Quebec Regions
Suite 3800
Tour de la Bourse
800 Victoria Square
P.O. Box 247
Montréal QC H4Z 1E8
Web site: **www.dec-ced.gc.ca**   Tel.: (514) 283-2500
Toll-free: 1 800 567-1418   Fax: (514) 496-8310

HEAD OFFICE LOCATED IN ATLANTIC CANADA
Atlantic Canada Opportunities Agency
644 Main Street
P.O. Box 6051
Moncton NB E1C 9J8
Web site: **www.acoa.gc.ca**   Tel.: (506) 851-3772
Toll-free: 1 800 561-7862   Fax: (506) 851-7403

HEAD OFFICE LOCATED ELSEWHERE IN CANADA
Industry Canada
CATIP Secretariat
6th Floor, East Tower, C.D. Howe Building
235 Queen Street
Ottawa ON K1A 0H5
Web site: **strategis.gc.ca/catip**   Fax: (613) 954-3107
Toll-free: 1 866 599-3996

NATIONAL INITIATIVES COMPONENT

ALL APPLICATIONS
Industry Canada
CATIP Secretariat
6th Floor, East Tower, C.D. Howe Building
235 Queen Street
Ottawa ON K1A 0H5
Web site: **strategis.gc.ca/catip**   Fax: (613) 954-3107
Toll-free: 1 866 599-3996

20% recycled material