



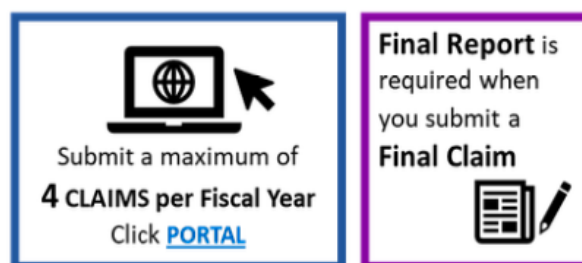
GRANTED CONSULTING

CanExport SMEs - Guidelines

IMPORTANT NOTES:

- Eligible expenses must be **incurred (invoice date)** and **paid (payment date)** within the **Project Start Date and Completion Date** (indicated in the funding agreement).
- Taxes, including GST, HST, international taxes and duties, **will not be part** of the claim amount.
- **Tips** and items paid with **reward points are NOT** eligible.
- Expenses **must be in CAD**. When an invoice is in foreign currency, include a screenshot of the **currency rate** and **date of the transaction** using this [Bank of Canada](#) to get the final claim value in CAD.

CanExport SME Project Submission Guidelines:



INVOICE GUIDELINES (Check Sample Below)

The following elements must be present in **all invoices**.

Client Billing

- Invoices must be billed to the **Canadian company in the Funding Agreement**
- Hotel and flight bookings may be directly addressed to the travellers mentioned in the approved budget.

Invoice Date

- This is the date when the vendor issued the invoice.
- This should be **after the project start date and before the end date**.

Invoice Number

- This is a unique document number

Invoice Description

- The invoice description should mention the CanExport activities undertaken as per the **approved budget**. Any deviations should be consulted with the **account manager**.
- The **description** should contain the following details:

A. **Location** where the activity took place or intended

B. The period when the service was rendered (**within the project duration**)

Invoice Currency

- Invoice currency should be **explicitly mentioned** in the invoice, especially for foreign transactions.
- **The dollar sign (\$)** needs to be specific, whether in USD or CAD.

PROOF OF PAYMENT REQUIREMENTS (Check Sample Below)

- **Corporate Bank Statement / Credit Card Statement**, which shows
 - A. Company Name
 - B. Transaction Date - within project duration
 - C. Account Number (last four digits)
 - D. Amount and name of the payee
- **Third-party payments** (e.g. PayPal) must include the originating account (bank or credit card), the payee and the amount.
- If a **personal card** was used for **business transactions**, submit the following additional documents:
 - A. Expense Reimbursement Form, which mentions invoice number, vendor details, and the amount reimbursed (should mention two travellers, if applicable).
 - B. Bank accounts (with details as shown in line item on the Invoice).
 - C. If the reimbursement includes other items, attach a company document that shows the amount claimed as part of a gross payment.
 - D. Corporate Bank Statement (per line item on the invoice) shows credit card payment for the above item.
 - E. In all cases where USD accounts are provided, an additional document containing the currency conversion (**Bank of Canada**) rate should be included.

Note: These documents should be consolidated in one single PDF document as the CanExport portal only allows one proof for each invoice and should follow the sample naming convention (Refer to the Appendix below)

For additional clarifications, refer to the Eligibility requirements for each category.

Document Naming Conventions- Mandatory Checklist (Refer to Sample Below)

- The file name is less than 100 characters and does not contain the special characters & and #.
- When submitting the supporting documents, please identify the expense number the document refers to, e.g., Expense 3 – Google (Vendor)- 2023-08-11 (Date)-Invoice or POP.
- The document naming convention for contractor/consultant costs is the consultant or contractor name and type of document:

Expense number - Consultant or Contractor Name – Invoice and date (YYYY-MM-DD).

Expense number - Consultant or Contractor Name – POP (Proof of payment)

*(When several documents are related to this category, merge them into **one file**)*

For travel-related documents, the naming convention is a combination of travel and dates (YYYY-MM-DD)

Expense 1 - Airline Name - YYYY-MM-DD to YYYY-MM-DD - Invoice

Expense 1 - Airline Name - YYYY-MM-DD to YYYY-MM-DD - POP

Expense 2- Hotel Name - YYYY-MM-DD to YYYY-MM-DD - Invoice

Expense 2 - Hotel Name - YYYY-MM-DD to YYYY-MM-DD - POP

Expense 3 - Taxi/Uber - YYYY-MM-DD - Invoice

Expense 3 - Taxi/Uber - YYYY-MM-DD - POP

Audit Request from the Program

(Your supporting documentation should be submitted within seven (7) days of receiving the e-mail notification below).

Hello,

Your CanExport claim 1 has been selected as part of our random validation process.

For **each** expense claimed upload the invoice/receipt AND proof of payment. Proof of payment includes a corporate/business bank account or corporate/business credit card statement.

To upload your documents: Click [online portal](#) > **My Claims tab** > click **CanExport tab** > click **claim link** > **Step 5 - File Upload**.

When uploading your files, please ensure the file name is less than 100 characters and does not contain the special characters & and #.

When submitting the supporting documents, please identify what Expense Number the document refers to e.g. **Expense 3 – Google - invoice number - 2023-08-11**.

The document naming convention for contractor/consultant costs is consultant or contractor name and type of document:

- Expense number - Consultant or Contractor Name – Invoice and date (YYYY-MM-DD).
- Expense number - Consultant or Contractor Name – POP (Proof of payment)

When there are several documents related to this category, merge them into one file.

For travel related documents, the naming convention is type of travel and dates (YYYY-MM-DD), e.g. **Expense 1 - Air Canada – 2023-09-10 to 2023-09-17:**

- Airline – Dates
- Hotel Name - Dates
- Taxi/Uber Name - Dates

CLAIMING ELIGIBILITY FOR EACH CATEGORY

CATEGORY A (TRAVEL)	Must be a refundable roundtrip economy or premium economy flight, departing from Canada to the approved project "Target market/Destination" directly or via a layover	If from the US, justify why travel originated from the US (For instance, driving from Vancouver to Seattle and then flying from Seattle to the destination market and back to save on flight expenses)	Per Diem \$400.00 daily per person to cover accommodation (hotels, Airbnb), meals and incidentals for each eligible traveller, excluding personal days.	Only hotel booking is required to claim per diem and meal receipts should be kept in the 5 years in case subjected to random audit.	Visas, excess baggage, taxi, training, ride share, gas for rental, parking, and other transportation costs to and from the airport during travel. Note: Every Airfare claim must include a per diem claim with it, the Canexport team will audit or reject the claim if either are absent.
CATEGORY B (TRADESHOW)	CanExport reimburses the minimum sponsorship or membership fee required by the event, but does not cover other sponsorship or membership expenses unless mandated by the event			For trade events, it is imperative that contractors precisely itemize their total expenses into specific charges, such as construction/design fees, setup/teardown, and management fees. Since items intended for reuse are strictly ineligible.	
CATEGORY C (MARKETING AND TRANSLATION)	Must NOT include in-house activities such as employee salaries or activities considered as "core" and not specifically designated to the target market.	Promotional materials, videos, and online advertising (google, linkedin, youtube) should be adapted to the market market		'Blogs' or 'Content Creation' are seen as operational, and should therefore be phrased as 'SEO Features' or 'SEO Article Creation'.	"Website Creation" is an ineligible expense , so don't include words like website upgrades or modification. Rather, things like 'Landing Page' creation to drive traffic to specific sections of the website is fine.
CATEGORY F: CONSULTANT – TAX, LEGAL ADVICE & MARKETING STRATEGY	Monthly Retainer fees should NOT be included in the invoice and should be reworded as consulting fees based on the project			Travel and other costs of the consultants should be removed from the invoice.	
CATEGORY G: CONSULTANT – MARKET RESEARCH, FEASIBILITY STUDIES, IDENTIFICATION OF KEY CONTACTS, B2B FACILITATION	This includes lead generation, contact lists, and market research software subscription for the duration of the project .			'Cold Calling' is hit and miss with the program, and should be written as 'Lead Generation' to be safe.	

Approved Sample: Invoice

INVOICE

Number: 0005
Date: Apr 11, 2024

BILL TO: ABC Company
8064 10th Avenue
Burnaby, BC, V3N 1LM
Canada

Note: Invoice number is a unique identifier

Note: Invoice date is within the project start and end date

Note: Complete billing address as per funding agreement

Note: Description should contain (1) transaction as per funding agreement (2) approved target market (3) date when service was rendered

Description	Unit Price	Qty	Total
Lead Generation Target Market: Miami, USA Service Period: March 2024	\$ 1,000.00	1	\$ 1,000.00

Subtotal: \$1,000.00
GST 5% 50.00
Amount due \$1,050.00

FROM: XYZ Supplier Ltd
7353 17th Street
Vancouver, BC, 3LN 15N
Canada

Note: Invoice currency and applicable taxes should be clearly indicated

Note: Supplier information should include billing business location

Approved Sample: Currency Conversion



Currency Converter



All Bank of Canada exchange rates are indicative rates only, obtained from averages of aggregated price quotes from financial institutions. For details, please read our full [Terms and Conditions](#).

Conversions are based on Bank of Canada exchange rates, which are published each business day by 16:30 ET.

US dollar → Canadian dollar

Results

Date	Value of 1,050.00 USD in CAD	USD → CAD	CAD → USD
2024-03-11	1,416.56 CAD	1.3491	0.7412

Approved Sample: Expense Reimbursement Form

Expense Reimbursement Form

Note: This form should be part of the proof of payment whenever invoices are paid from the personal pocket of an employee.

Company Name: ABC Company
Employee Name: John Doe
Date: Mar 31, 2024

Itemized Expenses

Transaction Date	Description	Amount
Mar 05, 2024	Uber Expenses	50.00
Mar 10, 2024	Staples – Office Supplies	125.00
Mar 11, 2024	XYZ Supplier – Lead generation, Miami, March 2024, USD 1,050	\$1,416.56

Total Amount for reimbursement **\$1,591.56**

Note: CanExport Invoice should adequately describe the (1) invoice date (2) supplier (3) transaction details (4) invoice amount (5) Equivalent amount in CAD, if applicable (Bank of Canada rate)

Employee Signature:

Note: This amount should be reflected in the company bank account within the project start and end date.

Approval Signature:

Approving Manager

Approved Sample: Proof of Payment (Bank Statement)

BCO

Hudson Street
Vancouver, V3Y Q5h
boobank@domain.com

Statement of Account

Current Account

CUSTOMER NAME
ABC Company

ADDRESS
8064 10th Avenue
Burnaby ,BC, V3N 1Lm

Company Name

Account Number

BRANCH NAME
VANCOUVER

CARD NUMBER
2547-96574-2541-2356

ACCOUNT NUMBER
987654321

PERIOD
mm/dd/yyyy

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OPENING BALANCE
10,895.92

TOTAL CREDIT
23,621.67

TOTAL DEBIT
1,249.95

CLOSING BALANCE
33,267.64

Date	Reference	Transaction Description	Credit	Debit	Balance
2024-03-01	0302432	Account Interest		19.95	10,875.97
2024-03-02	0302433	Branch Deposit	20,000.00		30,875.97
2024-03-05	0302434	Branch Deposit		600.00	30,275.97
2024-03-05	0302435	Branch Deposit		630.00	29,645.97
2024-03-05	0302436	Branch Cheque - MC Kean & Park	1,430.00		31,075.97
2024-03-05	0302437	Cost of Bank Cheque	100.00		31,175.97
2024-03-05	0302438	Branch Deposit	500.00		31,675.97
2024-03-12	0302439	John Doe	1,591.67		33,267.64
Total			23,621.67	1,249.95	33,267.64

Note: