Canadian Apparel and Textile Industries Program (CATIP)
The Canadian Apparel and Textile Industries Program (CATIP) will work with Canada’s apparel and textile companies to implement new strategies which will help them succeed in an era of open global markets.
OBJECTIVES

INNOVATION
• Identify and introduce best practices
• Exploit leading edge technologies
• Evaluate and implement e-business initiatives

MARKETING AND BRANDING
• Develop and implement global strategies

FINANCING
• Facilitate access to capital
WHAT’S IN IT FOR ME?

• **For apparel and textile companies**, CATIP allows financial contributions of up to 50 percent of eligible costs to a maximum of $100,000 for approved projects.

• **For associations and not-for-profit organizations**, involved in the apparel or textile industries, CATIP provides financial assistance of up to 90 percent of eligible costs towards the costs of approved national sectoral initiatives.
ARE ALL APPAREL AND TEXTILE FIRMS ELIGIBLE?

COMPANY COMPONENT

• Canadian apparel and textile manufacturing firms are the primary clientele for the program
ELIGIBLE PROJECTS

COMPANY COMPONENT

Firms may apply for contributions towards the costs of:

- Diagnostic studies for introducing best practices leading to innovation in design, technology, production, etc.
- Implementing the results of these studies
- Preparing business plans for loan applications

Projects must meet program criteria
WHICH COSTS ARE ELIGIBLE?

COMPANY COMPONENT

*Eligible costs will include:*

- Salaries, wages and employee benefits
- Materials and supplies
- Communications, consultant and other professional services

*Cost of fixed assets will not be eligible*
WHO IS ELIGIBLE?

NATIONAL INITIATIVES COMPONENT

CATIP will work in partnership with apparel and textile industry associations, and other not-for-profit organizations, to:

- Develop and implement global market strategies
- Brand and market Canadian products
- Implement electronic business initiatives

CATIP will not duplicate activities which are normally undertaken or considered to be part of the mandate of other government stakeholders
ELIGIBLE PROJECTS

NATIONAL INITIATIVES COMPONENT

• Developing a global strategy, including market studies and other related activities, to brand Canadian apparel and textile products

• Establishing electronic business infrastructure
WHICH COSTS WOULD BE ELIGIBLE?

NATIONAL INITIATIVES COMPONENT

Contributions may be made of up to 90 percent of the eligible costs of approved projects
• Salaries, wages and employee benefits
• Materials and supplies
• Communications, consultant and other professional services

Cost of fixed assets will not be eligible
WHAT ELSE?

NATIONAL INITIATIVES COMPONENT

**CATIP funds have been set aside for:**

- Trade development activities
- Awareness campaigns aimed at sensitizing financial institutions to the specific needs and parameters of the apparel and textile industries
WHAT WILL CATIP ACHIEVE?

CATIP will:

• Make buyers around the world aware of Canadian apparel and textile products
• Help Canadian firms develop innovative approaches for continued growth and success
• Help apparel and textile companies adjust to the impacts of the trade liberalization taking effect January 1, 2003
• CATIP applications will be accepted for review starting January 2, 2003 until March 31, 2006

• A total of $33 million has been assigned to CATIP
SUMMARY

**CATIP will provide three types of government funding:**

- Assistance to firms ~ up to 50 percent of eligible costs, to a maximum, non-repayable contribution of $100,000 per approved project
- Assistance to associations and not-for-profit organizations ~ up to 90 percent of eligible costs towards national initiatives
- Industry driven, government funded initiatives ~ trade development, awareness campaigns, etc.
FOR MORE INFORMATION

Companies, please contact:
• In the Atlantic provinces: the Atlantic Canada Opportunities Agency
• In Quebec: Canada Economic Development
• Elsewhere in Canada: Industry Canada, CATIP Secretariat, Ottawa

Associations and not-for-profit organizations, please contact:
• Industry Canada, CATIP Secretariat, Ottawa