

## **IMPLEMENTING GUIDELINES**

1. Project activity should be consistent with the export strategies and/or action plans for priority products/services identified in the Medium-Term Philippine Development Plan (MTPDP) and/or the Philippine Export Development Plan (PEDP).
2. Projects shall cover export products and services which are under the PEDP Revenue Streams.
3. Proponents should be exporters through export organizations, relevant export industry association / Business Support Organization, Cooperatives, Foundations.
4. Counterpart equity (resources or in kind) of the Proponent should at least be 20% of the total project cost. Funds shall not be used to cover travel expenses, hotel accommodation, and per diem for export promotion activities held abroad as well as similar expenses of foreign buyers attending the trade expositions and exhibits held in the Philippines. Said expenses may be considered as counterpart equity of the proponent.
5. For long-term impact projects or for recurring activities, proponent must identify courses of action that will ensure continuity and sustainability even without funding assistance from the ESF.
6. Success indicators must include incremental export performance and jobs generated, new markets, new products developed and success stories, if any.