

# Atlantic Canada Opportunities Agency

*Growing Your Business  
Through Exporting*



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Agence de  
promotion économique  
du Canada atlantique

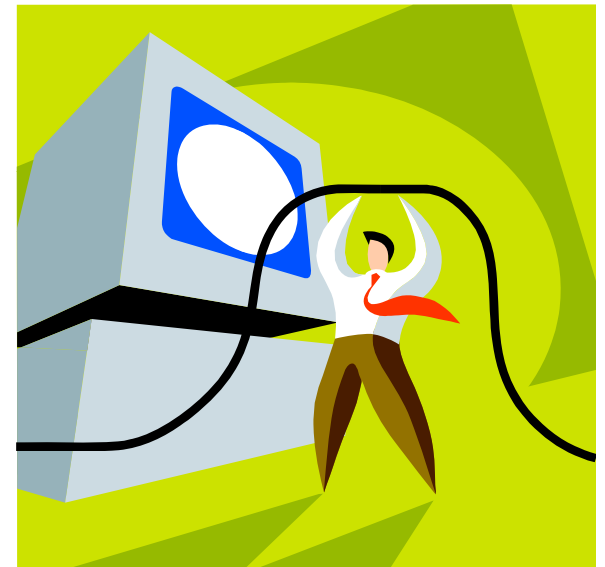


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## Concerns about exporting

# Sound Reasoning

- “Too risky”
- “Too complicated”
- “Too time-consuming”
- “I’m happy where I am”



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## Why Export?

# Importance of Trade

- Exporting creates new business opportunities, encourages job creation, and fuels economic growth
- Small population base makes for limited domestic opportunities
- Close proximity to the rich markets of the United States



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# Trade Objective

To strengthen the export performance of the Atlantic region by enhancing the capabilities of small- and medium-sized enterprises to establish and expand export activity.



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## Services to Business

# ACOA Strategy

- Awareness
- Skills Development
- Financing
  - Counselling, Market Development
- Policy, Advocacy and Coordination



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## Potential Exporter

# Trade Awareness

- Promoting exporting as a growth strategy
- Enhancing knowledge of global opportunities and issues
- Identifying sector-specific export capability and capacity



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## Preparing to Export

# Skills Development

- Market-specific
  - Doing Business in the EU
- Skill-specific
  - IFI Effective Bidding
- Sector-specific
  - Distribution Channels in the US  
for the construction industry



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# Business Development Program

## BDP

- Interest-free, unsecured, repayable contributions for projects that:
  - Provide economic benefit to an area or a community
  - Demonstrate need for financial assistance
  - Are economically viable



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# Exporter

## BDP

- Interest free, unsecured loan
  - up to 75% of costs to develop and/or implement a marketing plan to a maximum of \$500K
- Provisionally repayable
  - usually within 5 years
- Projects of one- to three-years duration



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# Business Development Program – Exporter

## Eligible Activities

- Hiring a Marketing Manager
- Attending or Exhibiting at a trade show
- Developing and producing promotional materials
- Constructing or improving a Website
- New packaging and labels
- Compliance to overseas standards
- Bringing potential buyers into Canada



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## BDP and the Environment

# Environment

- ACOA is actively working with SMEs to address the environment and economic development
- Horizontal approach including technology development, environment sector, and sustainability issues



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## Start-up, Expansion & Modernization

## BDP

- Project start-up, working capital and capital costs
  - cover up to 50% of the costs
- Related operational costs for activities such as training and environmental management systems
  - eligible for up to 75% financing



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## Innovative Ideas

## BDP

- Developing new or improved products, services and processes that have a good potential for commercial success
  - interest-free, provisionally repayable loan of up to 75% of the eligible costs



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## Improving Your Competitiveness

# BDP

- Develop and implement plans for productivity, increased quality or environmental management
- Obtain a quality certification such as the ISO designation
- Selling to government
  - up to 75% of the costs



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**Potential  
Exporter**



**Preparing  
to Export**



**Exporter**

# Trade Mentoring

- Export Readiness Assessment
- Export Marketing Plan
- eXPORT
- Aftercare and Follow-up



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## Export Internship for Trade Grads

# Student Internship

- Graduates placed with an export-ready firm for a period of one year
- Participating firms receive up to 75% of salary and benefits to a maximum of \$25,000



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## Team Canada Atlantic

# Trade Missions

- Pan-Atlantic missions to priority markets
  - Business-to-business trade activities
  - 40 firms per mission, 2-3 missions per annum
- ✓ Pre and post mission support available to participating companies



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New York, May 2002

# Atlantic Investment Strategy

## Investment

- Investment research
- Generating intelligence on new investment opportunities
- Awareness and promotion of foreign investment developments
- Investment partnerships with other federal agencies and the provinces



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**Canada/  
Nova Scotia  
Business  
Service  
Centre**

# Export Information

- **Bilingual Call-Centre**
  - Telephone: 1-888-811-1119
- **Reference Library**
  - Public Access Computers with Internet
  - Print material and Electronic databases
- **Website Tools - [www.cbasc.org/ns](http://www.cbasc.org/ns)**
  - Business Planning Tools Business Links and Info-Guides
  - Gov't Programs & Services Database



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**For further  
information**

**Thank You!**

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