



Before We Start....



You can mute and unmute yourself throughout the session

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If you wish to speak, please use the “raised hand” icon in your Zoom toolbar and the moderator will unmute you.



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First name – Company Name



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We strongly encourage you to keep your video on during the session.

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ATLANTIC – TAP DIGITAL 2025

Day 2 – January 16, 2025

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Meet the Facilitators

- **Dave Archer, The Export Coach – Lead Facilitator**
- **Jady Cossi, Invest Nova Scotia – Export Development Executive, Diversity, Equity, and Inclusion**
- **Valerie Caswell, Invest Nova Scotia – Export Development Executive, Launch Program**
- **Sandra Thomson, Halifax Chamber of Commerce – Event Manager**
- **Amanda Tarr, Invest Nova Scotia – Senior Manager, Business Growth**

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REFINING YOUR VALUE PROPOSITION

Dave Archer

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INTRODUCTIONS

- Name
- Company Name
- What do you do?
- Ideal Customer
- Value Proposition
- Target Export Market

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TRADE
ACCELERATOR
PROGRAM

CANADIAN TRADE COMMISSIONER SERVICE

Global Affairs – Allison MacKenzie

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Government
of CanadaTrade Commissioner
ServiceGouvernement
du CanadaService des
délégués commerciaux

Canada

You're ready to grow. We're ready to help.

Trade Commissioner Service

Allison MacKenzie, Trade Commissioner
Clean technologies & Advanced Manufacturing
Atlantic Regional Office, Halifax

allison.mackenzie@international.gc.ca





What is the Trade Commissioner Service (TCS)?

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OUR NETWORK

We are your global team on the ground. An unbeatable network with offices across Canada and around the world to help you grow globally.

125+ YEARS SUPPORTING CANADIAN SMEs

10,000+ CLIENTS EACH YEAR

1,000+ TRADE COMMISSIONERS

160+ LOCATIONS WORLDWIDE

6 OFFICES IN CANADA



OUR NETWORK – TCS CLIENTS

Who can we help?

If you are part of the Canadian business community, contribute to Canada's economic growth, have demonstrated your ability to internationalize and show good potential to add value to the Canadian economy, you can benefit from TCS services.

Our clients

- Are small, medium, or large enterprises;
- Have meaningful economic ties to Canada including an established office, R&D facility, joint venture, etc.;
- Have demonstrated capacity for and commitment to internationalization (export plan, appointed resources, human and financial, etc.);
- Have completed initial market research

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The TCS Advantage



Gain Market Insight

The TCS offers key market insights and practical business advice



Connect with Key Contacts

The TCS connects Canadian businesses with qualified contacts



Find New Opportunities

The TCS opens the door to international business opportunities



Resolve Business Problems

The TCS helps resolve problems in foreign markets

As a result:



Expand into New Markets

The TCS helps Canadian businesses navigate the complexities of entering new markets



Reduce Risks

The TCS helps Canadian companies to:

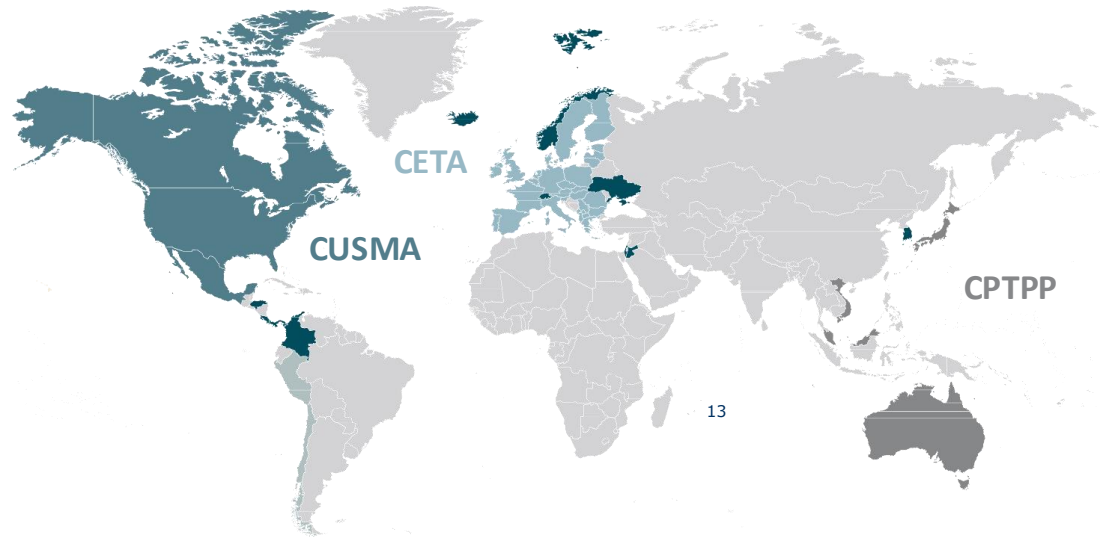
- reduce risks and avoid costly mistakes
- make better informed and more socially and environmentally responsible business decisions



OUR NETWORK

How Free Trade Agreements (FTAs) help Canadian exporters:

- Competitive advantages:
 - Lower tariffs
 - Protection for investors
 - Transparency
 - Standards
 - Co-operation
- 15 ratified* FTAs in force with 49 countries
- 1.5 billion consumers



*Refers to the completion of a party's domestic legal procedures necessary for the entry into force of the agreement. Parties begin ratification processes once negotiations are complete.





THE TCS OFFERS

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THE TCS OFFERS



Network

- In-market support in 160+ cities worldwide
- Market intelligence
- Connections and introductions
- Problem solving
- Help getting the most out of free trade agreements



Funding

- CanExport:
 - SMEs
 - Associations
 - Innovation
 - Community Investments
- Canadian International Innovation Program (CIIP)



Business Support

- Canadian Technology Accelerators
- Inclusive international business development
- Trade missions and events

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TCS FUNDING

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TCS FUNDING

CanExport

International business development

SMEs

Up to \$50,000

ASSOCIATIONS

\$20,000 to \$400,000

R&D partnerships

INNOVATION

Up to \$75,000

Investments into Canada

**COMMUNITY
INVESTMENTS**

\$3,000 to \$500,000

17



TCS FUNDING

CanExport SMEs

Funding to help companies prepare for, and grow in, international markets where they have little or no sales.

What does it offer?

There are a variety of activity categories, including funding support for travel to international markets as well as activities that don't involve travel:

- ✓ Market intelligence
- ✓ Certification and intellectual property protection in international markets
- ✓ Legal and business advice
- ✓ Search engine optimization
- ✓ Translating, adapting or creating marketing materials
- ✓ Attending virtual trade shows, meetings or conferences

Who can apply?

Open to for-profit SMEs in all sectors that:

- ✓ Are incorporated, a limited-liability partnership or cooperative
- ✓ Have a CRA business number (unless registered on First Nations lands)
- ✓ Have 500 or fewer full-time employees
- ✓ Have declared revenues in Canada of \$100,000 to \$100 million during their past fiscal year





TCS BUSINESS SUPPORT

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TCS BUSINESS SUPPORT


- **Trade missions and events**
- **Support for inclusive trade:**
 - Women
 - Indigenous peoples
 - Visible minorities
 - LGBTQ2
 - Youth
 - Group-specific trade missions and events
 - Regional network of champion trade commissioners
 - Connections to the trade support ecosystem



TCS BUSINESS SUPPORT

Canadian Technology Accelerators (CTAs)

CTAs support the global growth of Canadian life sciences, cleantech and information communication technology (ICT) companies through customized services.

 **12** global tech hubs

730+ alumni

 **\$724M** capital raised


 **\$278M** revenue generated

 **2,800+** jobs created

 **1,200+** strategic partnerships

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“Excellent program. We got a lot of value out of the boot camp week with workshops, and the best value of the program was in the mentors and accessing their networks.”

Mappedin – Client of TCS CTA program



CONNECT WITH THE TCS

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CONNECT WITH THE TCS

REGIONAL OFFICES IN CANADA

Atlantic Region

ROATL-ATLANTIC@international.gc.ca

Quebec and Nunavut

quebec.tcs-sdc@international.gc.ca

Ontario

Ontario.TCS-SDC@international.gc.ca

Manitoba and Saskatchewan

Manitoba.Saskatchewan.TCS-SDC@international.gc.ca

Alberta and Northwest Territories

Alberta.tcs-sdc@international.gc.ca

British Columbia and Yukon

pacific-pacifique.tcs-sdc@international.gc.ca



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TRADE ACCELERATOR PROGRAM

TAP



CANADA'S
TRADE
ACCELERATOR
PROGRAM

Q&A

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Invest 
NOVA SCOTIA

**HALIFAX
CHAMBER OF
COMMERCE**

TRADE ACCELERATOR PROGRAM

TAP CANADA'S TRADE ACCELERATOR PROGRAM BREAK

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WORKSHOP: Trade Resources

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WORKSHOP

TRADE RESOURCES – GROUP 1

You have potential clients lined up in Vietnam but you had not chosen this market as a priority. The potential order is not enough to justify going there but you are sure there may be more opportunities that could come of it.

What do you do?

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WORKSHOP

TRADE RESOURCES – GROUP 2

You are planning to go on your first in-market visit and would like to enlist the services of the Canadian Trade Commissioner Service.

Write an email to explain your objectives.

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WORKSHOP

TRADE RESOURCES – GROUP 3

You will be exhibiting at a trade show in your selected target market.

How do you plan and prepare for the trade show?

How do you manage your leads and follow up?

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TRADE ACCELERATOR PROGRAM



SURVEY – DAY 2

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EXPORT PLAN FOCUS:

Strategy & Company Analysis

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Next Session's Topics

- **Buying Motivators**
- **Selling Services vs Products**
- **Selling into the Global Marketplace**
- **The Art of Negotiation**
- **Effective Action Plans**
- **KPIs and Control Mechanisms**
- **Sales Role Play**
- **Export Plan: Sales, KPIs, Action Plans**

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