



Before We Start....



You can mute and unmute yourself throughout the session

**Phone: Press *6
Computer: ALT+A**



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



**Hover over your name and click “More” to rename yourself to:
First name – Company Name**



Click on the **Chat** icon if you have any technical issues



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

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NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS



ATLANTIC – TAP DIGITAL 2024

Day 2 – January 17, 2024

NATIONAL FOUNDING PARTNERS



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ATLANTIC – TAP DIGITAL

PARTNERS



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REFINING YOUR VALUE PROPOSITION

Dave Archer

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER

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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 Canada

Trade Commissioner
Service

Gouvernement
du Canada

Service des
délégués commerciaux

Canada 

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

Trade Commissioner Service

Allison MacKenzie
Trade Commissioner – Clean Technologies, Advanced
Advanced Manufacturing
Atlantic Regional Office, Halifax





What is the Trade Commissioner Service (TCS)?



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



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:

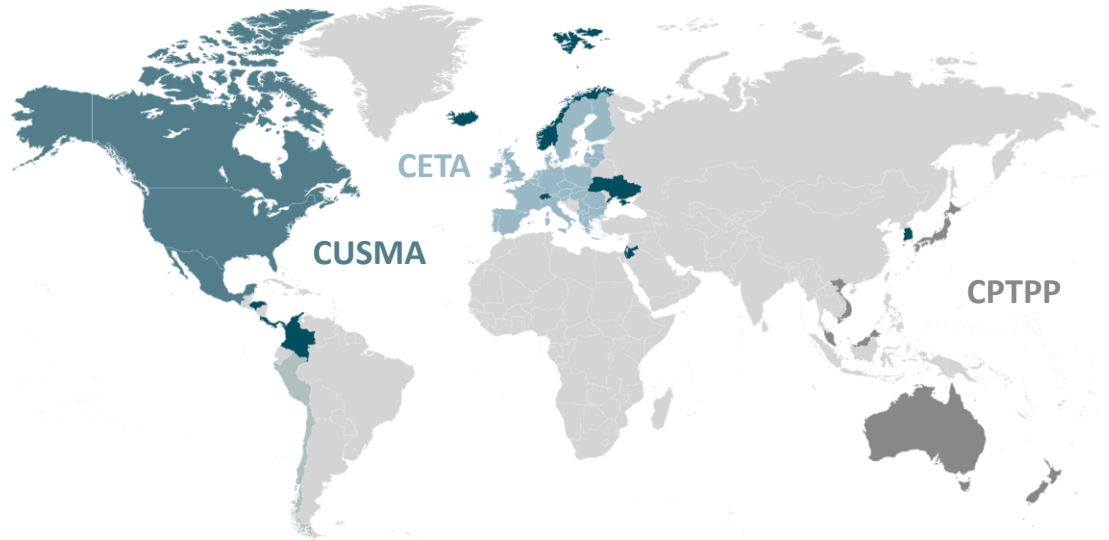
- reduce risks and avoid costly mistakes
- make better informed and more socially and environmentally responsible business decisions



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



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





TCS FUNDING



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



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



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

“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



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



Follow and stay connected with the TCS and our trade commissioners around the globe...



trade commissioner.gc.ca



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ACCELERATED GROWTH SERVICE

Innovation Canada – Lisa Ehler

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Innovation Canada

A large teal geometric graphic in the top right corner, consisting of a vertical rectangle on the left and a downward-pointing chevron shape on the right, both in a lighter shade of teal.

January 2024



Thank you...

For growing your **Canadian business**
from here.

Innovation Canada programs

Services



Business
Benefits
Finder



ExploreIP



Accelerated
Growth
Service



ElevateIP



BizPaL

Funding



Innovative
Solutions
Canada



Strategic
Innovation
Fund



Canada Digital
Adoption
Program



Global
Innovation
Clusters

Helping you find the *right* programs
and services for your business



+



Business Benefits Finder

Innovation Advisors

Business Benefits Finder

Find the right programs and services,
whether you're starting out or scaling up.

We just need a few details to find your best matches.
Tell us your story.

I'm looking for [all government sup...](#) for my business. For support due to COVID-19, I need [grants](#). And, for other support, I need [funding; loans and ca...](#). I'm looking for [up to \\$50,000](#). My main goal is to [grow and expand my ...](#).

Got it.

Now, tell us about your company or organization...

We're in [Nova Scotia](#) and in the business of [manufacturing](#), more specifically [machinery, comput...](#).

We have [15](#) employees, we are [incorporated](#) and [for-profit](#), and we're looking for programs that support businesses owned by [women](#).

Finally, show me [all programs \(accep...](#).

Done!

See your results



Tell us about you.

What you're looking for.
What stage you're at.

We'll find your most
relevant matches.

All in less than 2 minutes.



Government
of Canada

Gouvernement
du Canada

Français

Search Canada.ca



Jobs ▾

Immigration ▾

Travel ▾

Business ▾

Benefits ▾

Health ▾

Taxes ▾

More services ▾

Home → Business and Industry → Innovation Canada → [Find help for your business](#)

Based on [your story](#) ▾, here's what we can do to help you.

List

Email

▾ Partnering and collaboration (14 results)

Alone may be faster.
But you'll go further together.



Close

Make valuable connections with local businesses

▾

Close

Collaborate with global partners

▾

Close

Get top-ranked research ideas

▾

Close

Innovation collaboration in British Columbia

▾

See your other 10 matches...

Looks like you may also qualify for...

Get a non-repayable contribution to develop, adopt or adapt new or improved technologies at any stage of innovation.



Status

Accepting project proposals



Money

- Non-repayable
- Maximum: \$10 million



Funding limits

- This program covers up to 75% of eligible costs



Stacking

- You can combine money from this program with money from other government programs up to a total maximum of 75%



You

- Are an incorporated, for-profit small or medium-sized business in Canada
- Have 500 or less full-time equivalent employees
- Plan to develop and commercialize technology-driven innovation



How it works

1. Connect with NRC IRAP by calling 1-877-994-4727.
2. If your business is a good fit, make sure you have a business plan, pitch deck, company financials and resumes for each member of your management and technical team ready to share.
3. You'll be referred to an industrial technology advisor (ITA), who will meet with you to get to know your business and help you develop a project proposal.

Keep up to date

Sign up with the Business Benefits Finder notifications to:

Save time — no need to check back regularly

Stay up to date — be one of the first to learn about new programs that match your needs

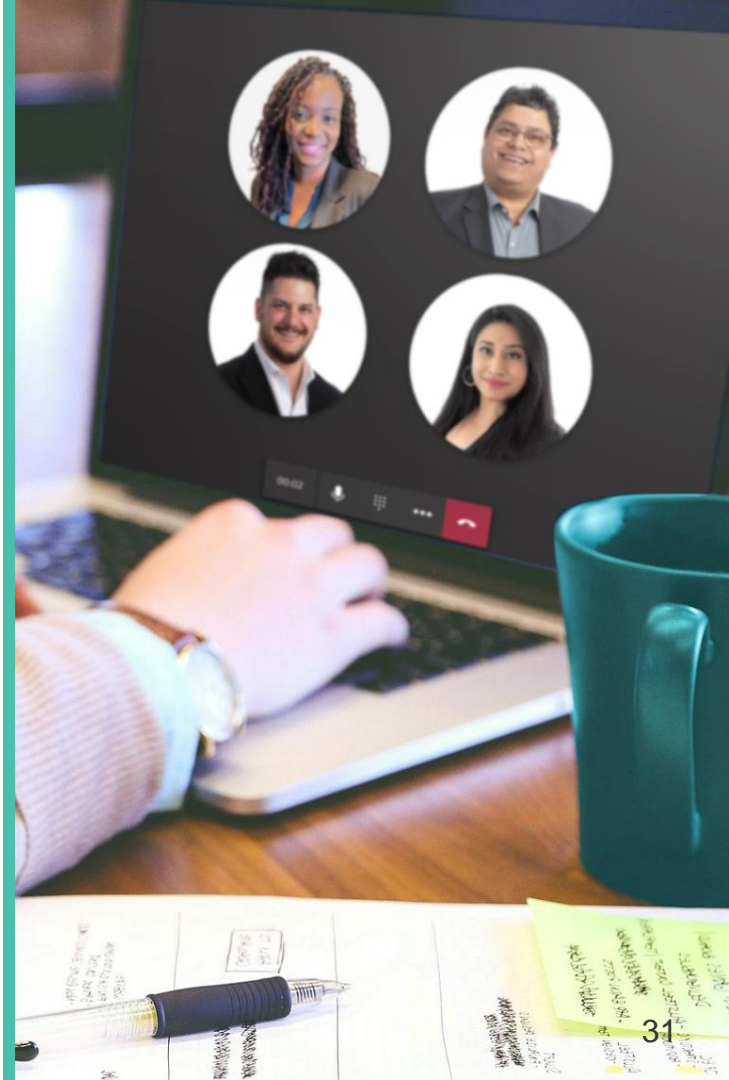
Never miss a deadline — get alerts for upcoming application deadlines



Innovation Advisors



- **Entrepreneurs and former private-sector executives** with extensive networks
- **Experience and expertise** in a wide range of industrial sectors
- Available to give **advice on the programs** a business could leverage as they grow



How Innovation Advisors can help

Accelerated Growth Service offers a suite of services for entrepreneurs at various stages of their journey. **Advisors can help a company:**



Discover
the right
programs

and services to meet
their needs



Navigate
government
supports by

providing needs-based
advice and bringing a
network of partners
together



Grow and
scale-up by
advocating on

their behalf, addressing
barriers and making
connections

Discovery



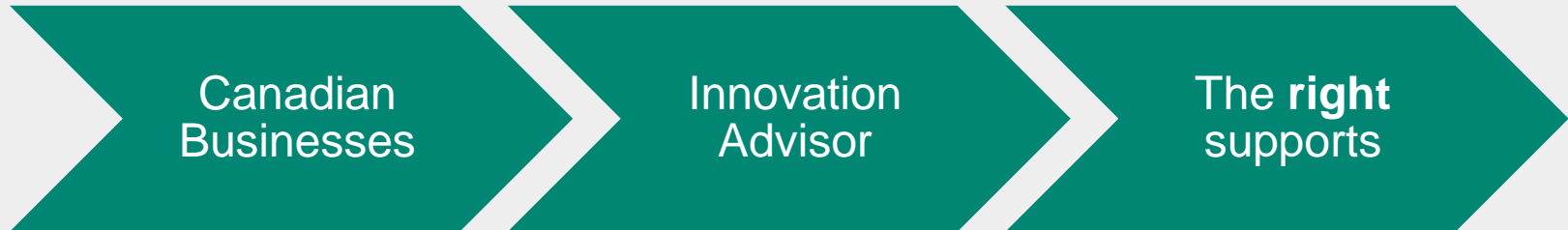
Advice



Growth

Accelerated Growth Service (AGS) | Growth service

- Designed specifically to **support high growth companies** and speed up their success
- Focused on helping firms that have an expansion mindset **access key government services.**
- Businesses that qualify for the Growth Service get a dedicated innovation advisor to support them with a **personalized growth plan** to help them reach their goals.





Our NS Export network

We work closely with 70+ partners at various levels of government.



Global Affairs
Canada



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



Canada Digital Adoption Program (CDAP)



Grow Your Business Online

- Micro-grant of up to \$2,400
- Grant funds applied towards cost of e-commerce or digital marketing tools
- Eligible businesses must be consumer-facing and have a minimum of one employee or \$30,000 in annual revenues





Canada Digital Adoption Program (CDAP)

Boost Your Business Technology

- Up to \$15,000 grant to consult an advisor and develop a digital adoption plan
- Up to \$100,000 interest-free loan with BDC to implement new digital technologies
- Subsidized work placement to help with your digital transformation
- Must have between 1-499 employees and \$500K to \$100M annual revenues in one of the previous 3 years.

Want to connect?



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Charlottetown, PE

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Sylvie Melanson, Senior Innovation Advisor - New Brunswick

Moncton, NB

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Réjean Belliveau

Acting Regional Deputy Director –
Atlantic & Nunavut
Innovation Canada

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T : 506-377-4139

innovation.canada.ca
innovation@canada.ca
1-833-201-4358

THANK YOU!



PROVINCIAL EXPORT PROGRAMS & SERVICES

Invest Nova Scotia – Valerie Caswell

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**GROWING YOUR
BUSINESS?
WE CAN HELP.**

Invest 
NOVA SCOTIA

Here for Nova Scotia business.

- Support to help you grow and sell products and services outside NS
- A dedicated team on hand to help you navigate
- The right advice, programs and services, online tools, and training and workshops
- Early-stage investment and world-class incubation facilities

Nova Scotia companies we work with.

- Early stage start-ups looking to commercialize deep technology opportunities based on a scientific discovery or an engineering innovation
- Businesses who are preparing to enter new markets, already interested in export, or exporting and looking to scale

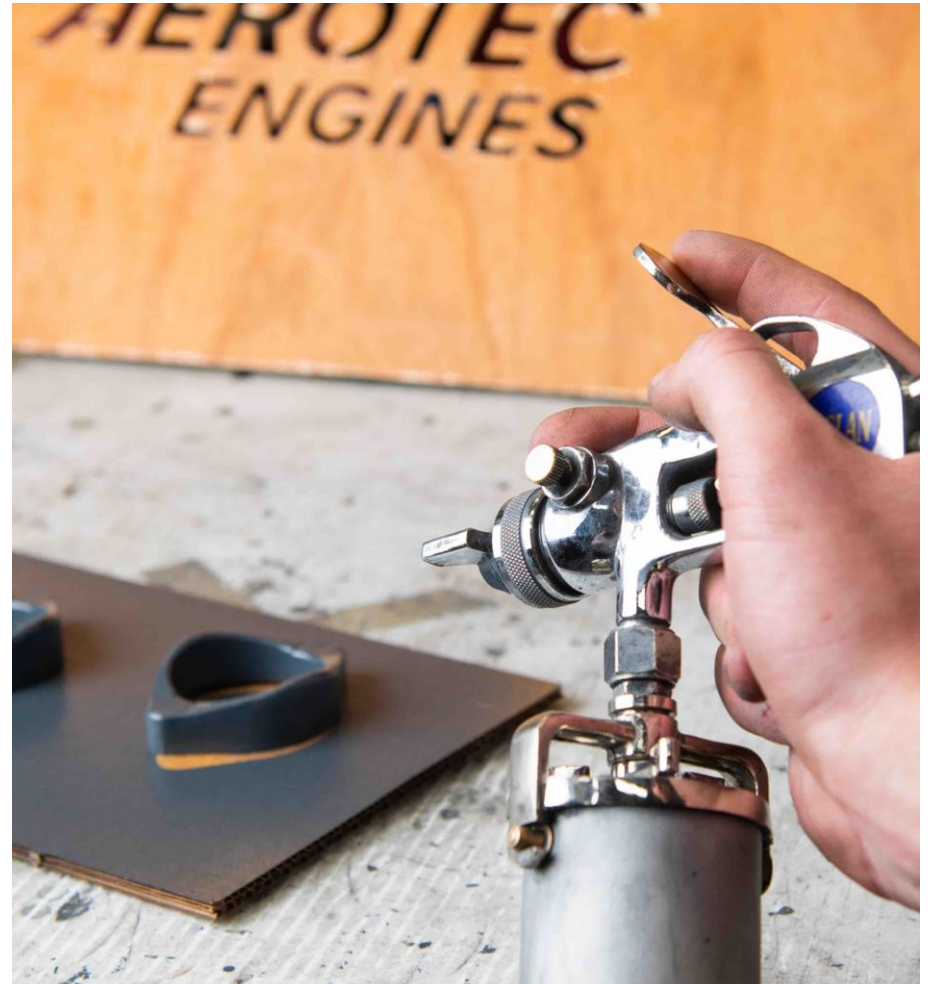


Programs & Services

A snapshot of Invest Nova Scotia's programs and services, online tools, and training and workshops available for you and your business.

Innovation Rebate Program (IRP)

- Implement sustainable production processes
- Reduce waste and improve energy efficiency
- Scale production capacity to produce green products
- Increase production capacity to enter new markets
- Establish new production facilities in Nova Scotia





Export Development

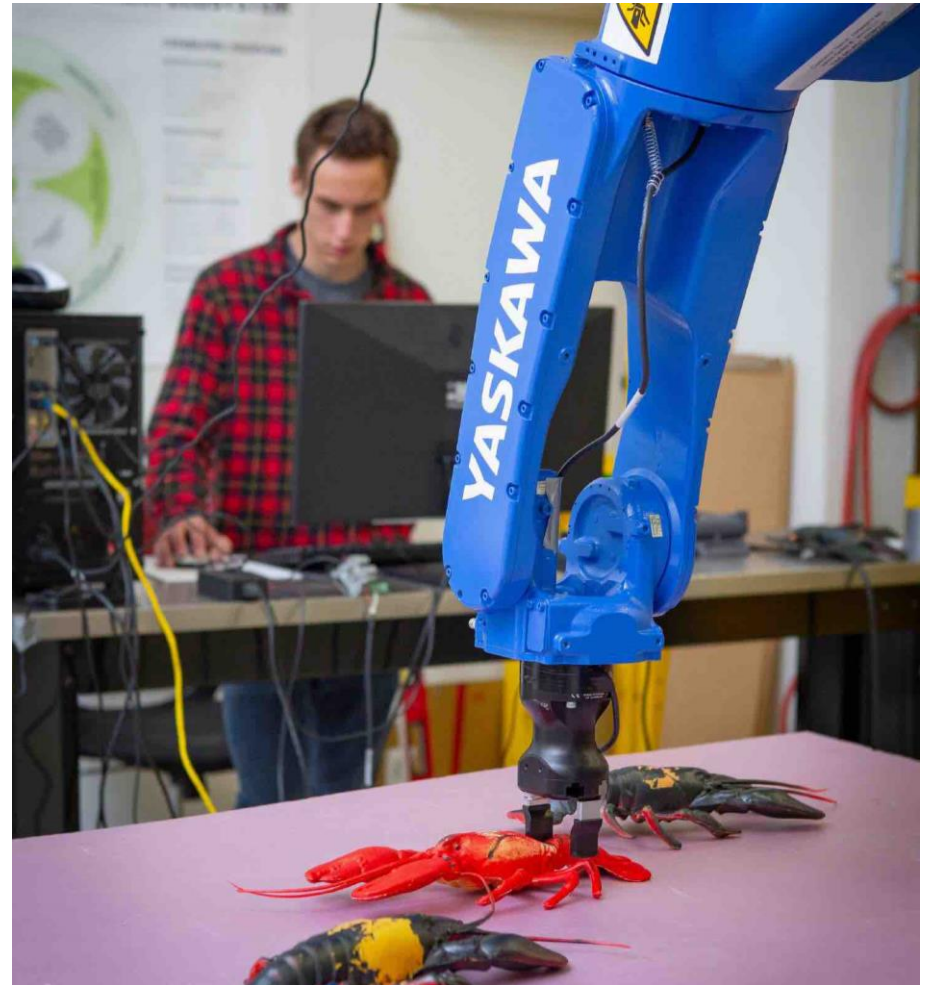
Every business situation is unique. Let us help you start your export journey

- A dedicated team on hand to help you navigate
- Practical business experience and know-how
- Connecting you to the right markets, programs, services and solutions

Export Development Program (EDP)

The EDP offers two streams to support your business growth:

- **Stream 1:** Supports travel and virtual trade missions
- **Stream 2:** Supports hiring a consultant or service provider to address export barriers including technology development and e-commerce solutions



Productivity and Innovation Voucher (PIVP)

Want access to post-secondary institute research and resources?

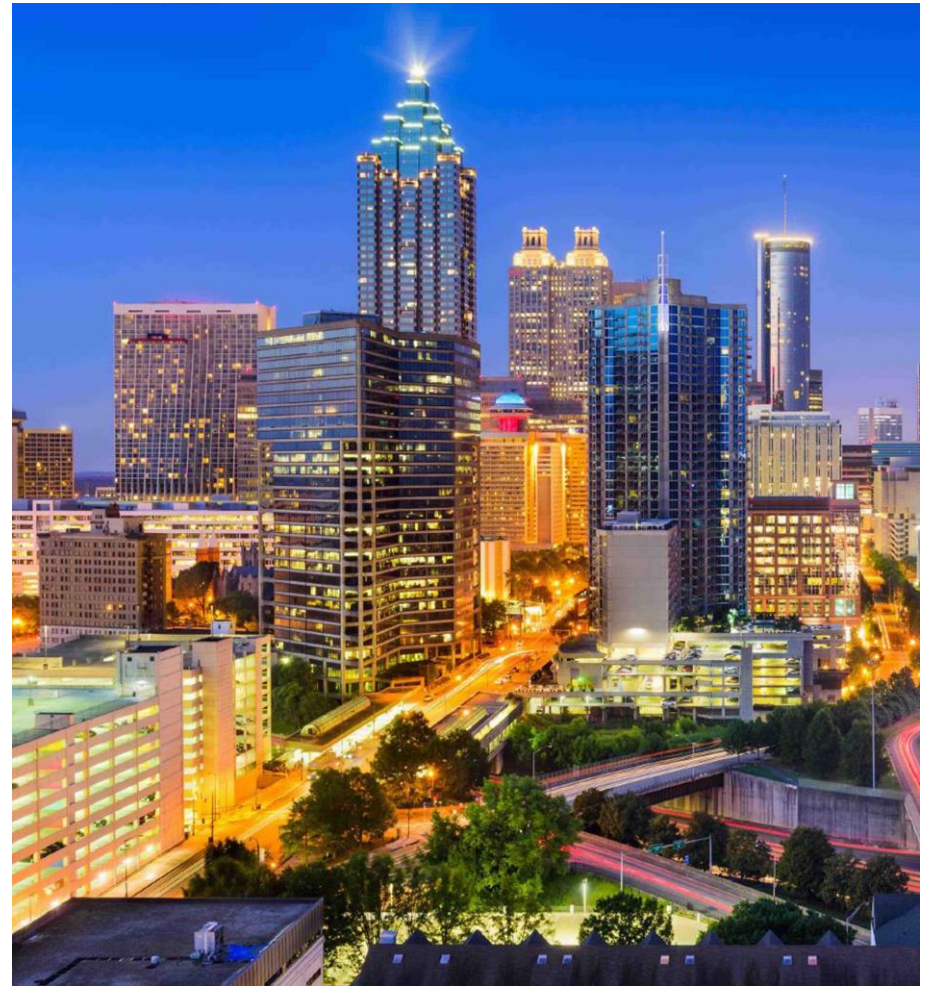
- Access research and development expertise
- Develop new products or services for your Nova Scotia business



Scale-Up Hub Cambridge/Atlanta

Seeking to grow ICT sales in the New England or Atlanta Market?

- Professional-guided entry into the New England or Atlanta marketplace
- Dedicated services of an in-market business development professional to help drive sales generation and market development activities



Market Entry Development Program

Seeking to scale export sales in Europe or Asia?

- Professional-guided entry into the marketplace
- Dedicated services of an in-market business development professional to help drive sales and market development activities



Scotians Global Advisors Program

Looking to solve a unique business challenge but aren't sure where to start?

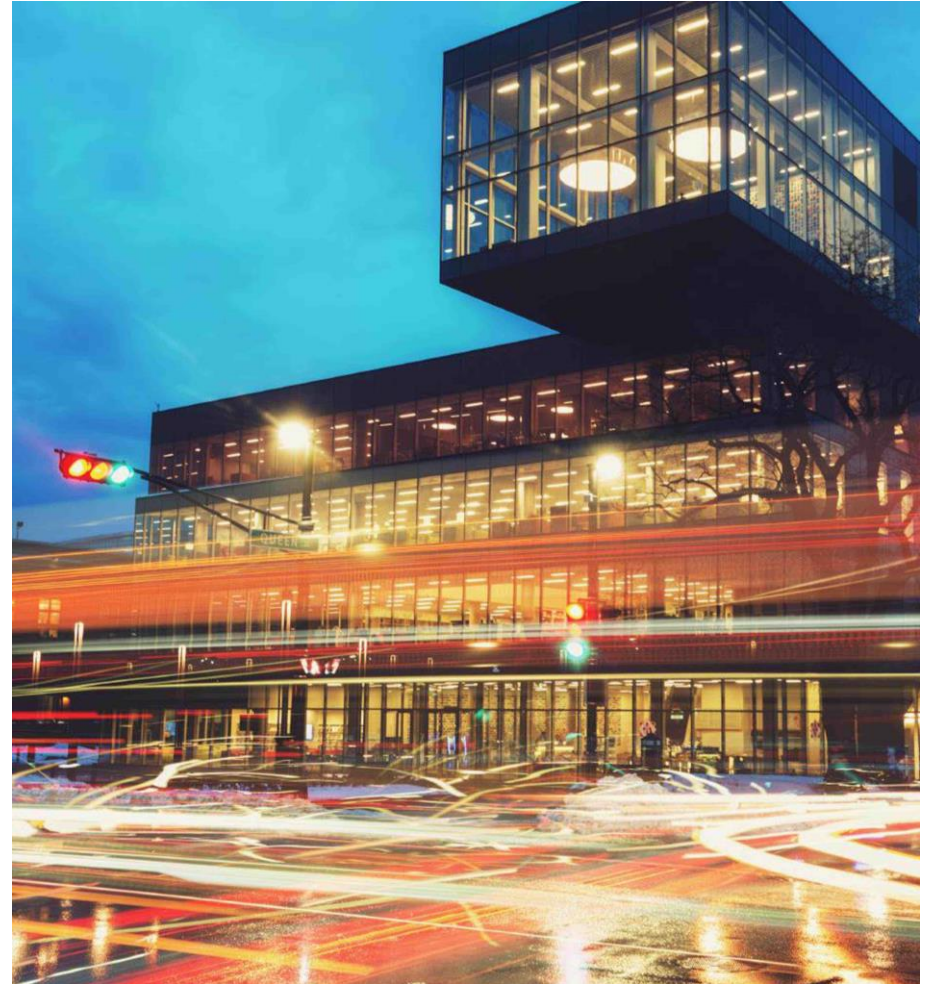
- Work with the Scotians Program Manager to better understand your current business challenges and barriers
- Be matched and introduced to relevant global advisors who are ready to provide guidance, fresh perspectives, and insights



Trade Market Intelligence (TMI) Service

Would access to market research help you identify export opportunities?

- Helps SMEs evaluate markets for their products and services
- Provides rich insights into markets of interest
- Receive customized reports utilizing secondary research sources



Digital Marketing Asset Development Program

Support to develop high-quality digital marketing videos.

Participants receive:

- 1 high-quality 2–3 minute digital marketing video (live action)
- 1 high-quality 10–30 second digital marketing video clip suitable for use on social media platforms



Diverse Businesses of Export Development

Are you self-identified as a diverse business, and looking to grow your business?

- Work with diverse businesses to identify and prepare for procurement opportunities
- Diverse Business Trade Missions
- Market Events focused on Diverse Businesses



Trade Missions

Ready to explore new markets?

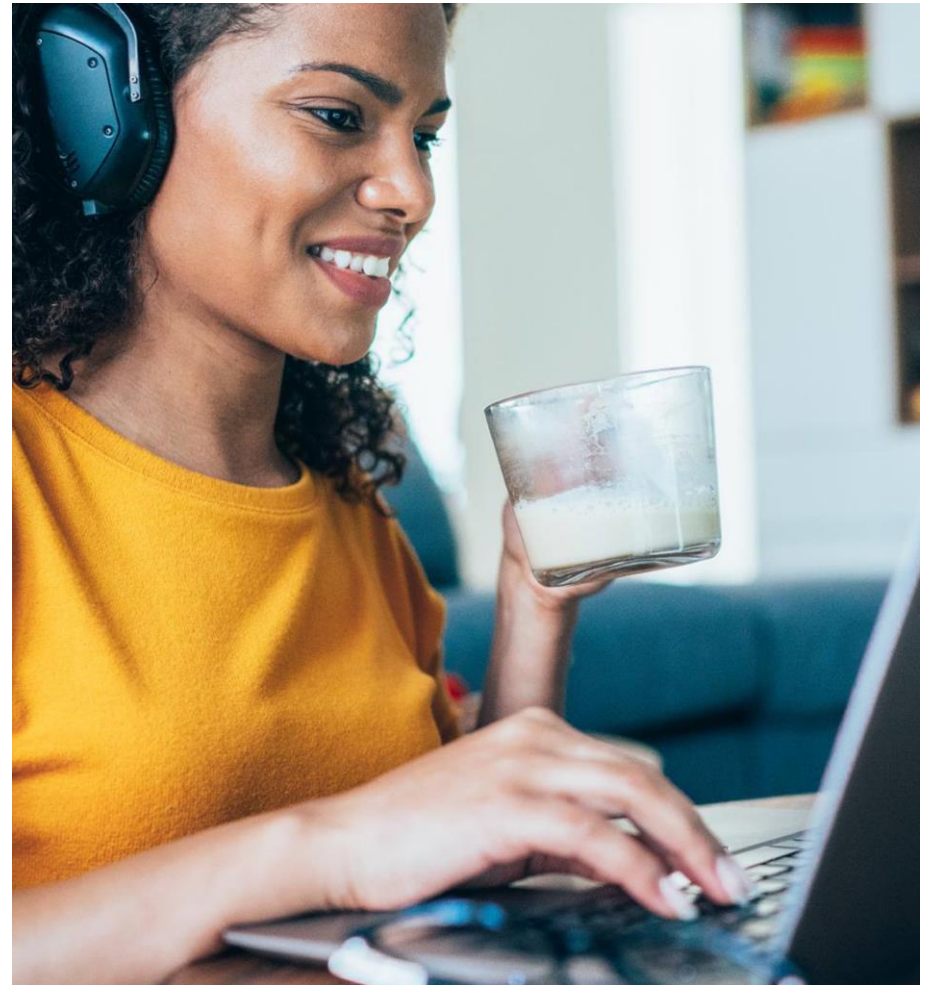
- Join us for one of the many trade missions we organize and participate in around the globe (virtual and in-market)
- A cost-effective way to find new buyers, customers, and partners or attract investment and capital



Training & Workshops

We're always offering workshops and learning opportunities to help you grow your business.

- Sector-specific
- Market-specific
- Export training (FITskills and Sympli Works)
- Business and marketing



**We're here to help at
every stage.**

902.424.8670

1.800.260.6682 (North America)

Info@investnovascotia.ca

investnovascotia.ca



THANK YOU.

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TRADE ACCELERATOR PROGRAM



Q&A

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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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