

August 2007

Welcome to IBDA News, the e-mail newsletter for Canada/Atlantic Provinces Agreement on International Business Development. We welcome and encourage your contributions, comments and questions. Contact the editor at rayanne.brennan@acoa-apeca.gc.ca to subscribe or unsubscribe to IBDA News. For more information on the IBDA visit: www.acoa-apeca.gc.ca/ibda/.

NEW PROJECTS

IBDA project will help Atlantic Canadian manufacturers improve their export security measures

More Atlantic Canadian manufacturers will soon be able to get their shipments to U.S. markets faster.

The Canadian Manufacturers and Exporters Association, New Brunswick division, with the support of the IBDA will help companies obtain the Customs-Trade Partnership Against Terrorism (C-TPAT) certification, designating them as low-risk importers by US Customs and Border Protection.

Companies interested in learning more about becoming C-TPAT-certified can contact David Plante, Executive Director, CME-NB Division, at 506-861-9071 or dplante@nbnet.nb.ca.

Artizan Design Centre will showcase Atlantic Canadian building products in the US

The IBDA-supported Artizan Design Centre is a permanent showroom, newly constructed in Lawrence, Massachusetts, that will house up to 30 Atlantic Canadian companies in the high-end building sector.

The centre will promote and sell Atlantic Canadian building products to potential residential and commercial customers in the New England market. Targeted products include millwork, flooring, cabinetry, windows, doors, shingles, log homes, timber frames, home countertops, wood finishes, wood preservatives and protectives, as well as high-end renovations and restorations.

Target markets have been identified as property developers, architects and designers, builders, contractors and construction service companies.

If you know of high-end building products companies that may be interested in the centre contact Tim Hunter, President, NNNP Export Development Ltd., at 506-849-8016 or tim@tamarackflooring.com.

Enhanced E-Business Awareness Program to be delivered to companies across Atlantic Canada

The IBDA is contributing to the delivery of two courses - *Marketing on the Internet* and *Sales and Customer Relationship Management*. The courses will be delivered throughout the four Atlantic provinces this year by the Electronic Commerce Centre, University of New Brunswick-Saint John Campus.

The goal of the project is to bring awareness of the benefits of business technology and solutions to Atlantic Canada's small and medium-sized entrepreneurs. Twenty one-day sessions are planned for more than 200 participants.

For more information on this project or to request a schedule of sessions, please contact Daniel Doiron, Director, Electronic Commerce Centre, UNBSJ, at 506-648-5744 or ddoiron1@unbsj.ca.

IBDA management committee meetings

August 21, 2007
Conference Call

September 11-12, 2007
Meeting – Charlottetown, PE
Deadline for proposals – August 23

Note: IBDA meeting dates are subject to change.

Atlantic Canadian companies to participate in oil and gas conference

Approximately 50 Atlantic Canadian companies, primarily from Newfoundland and Labrador and Nova Scotia, will attend the largest offshore oil and gas conference and exhibition outside North America. Offshore Europe will take place September 4-7, 2007 in Aberdeen, Scotland and will attract over 30,000 participants from over 100 countries worldwide.

The IBDA is supporting an Atlantic Canadian networking reception during the conference. International buyers, partners, investors and industry leaders will be in attendance. The event will allow the Atlantic Canadian participants to conduct business and raise the profile of the Atlantic Canadian oil and gas industry.

For more information on the project or to inquire about participation in the event, please contact Deirdre Robinson-Greene, Newfoundland Oceans Industry Association, at 709-758-6610 or drgreene@noianet.com.

IBDA's support of Atlantic Film Festival helps bring creative projects to world screens

As a contributor to Atlantic Film Festival's Strategic Partners Conference and Inspired Industry Sessions, the IBDA is helping to bring creative projects to big and small screens around the world.

For 10 years now, the Strategic Partners Conference has united industry professionals from all corners of the globe for three days of exceptional learning and networking experiences.

The 2007 conference, scheduled for September 14-16, in Halifax, N.S., is an opportunity to gain new knowledge and build new relationships for international business development and investment.

The Inspired Industry Series consists of panels, master classes, keynotes and focused training opportunities.

Visit www.atlanticfilm.com for more details or contact Gregor Ash, Executive Director, Atlantic Film Festival Association at 902-453-6999 or gregor@atlanticfilm.com.

North Carolina mission showcases Atlantic seafood cuisine

Atlantic Canadian cuisine, prepared by one of the region's top chefs, will be on the menu at a celebrated networking event in Charlotte, North Carolina, September 29, 2007. *Autumn Splendour: The Colours and Flavours of Canada* Gala will showcase Atlantic Canada seafood and food products for the business leaders and media in attendance.

A reconnaissance mission to North Carolina, to be held two weeks following the Gala, will increase export sales and identify new market opportunities for Atlantic food products. The IBDA will support the cost of the consultant, the chef as well as the networking opportunities.

To learn more about these missions, contact Don Newman, Executive Director, New Brunswick Food and Beverage Processors Association Inc. at 389-7892 or don@nbfood.ca.

US Celtic festival buyers to converge on Cape Breton in talent search

American Celtic festival buyers will converge on Cape Breton during the Celtic Colours International Festival, October 3-8, 2007, in search of new talent for their entertainment events.

An international delegation of 30-40 industry professionals have been invited to meet and potentially sign on our region's Celtic singers, musicians, dancers and tradition bearers as part of this booking conference.

Activities supported under the IBDA will include music showcases, a networking reception, and business meetings, in addition to training and matchmaking services to the Atlantic participants.

Among the aims of the East Coast Music Association-led mission are to raise US awareness of Atlantic cultural export capacity, create new exporters and diversify markets.

For additional information, contact Steve Horne, Executive Director, East Coast Music Association at 902-892-9040 or shorne@ecma.ca.

Atlantic Canadian companies look to France for new markets at SEINO

Atlantic Canadian companies will explore new market potential in France as delegates to the *Salons de l'Économie et de l'Industrie du Nord-Ouest* (SEINO) in Rouen, France, November 20-22, 2007. The event is considered to be the most important trade activity for businesses interested in developing French markets.

Atlantic Canada's presence at the trade show will include an Atlantic Canada pavilion, an Atlantic Canada Café where an Atlantic Canadian chef will showcase Atlantic Canadian products and a Taste of Atlantic Canada reception. The IBDA is contributing towards the cost of a consultant, the booth space and logistics and networking activities.

The project leader, the *Chambre de commerce française au Canada – Réseau atlantique Inc.*, is currently recruiting companies. Targeted sectors include building products, food, plastics and metals.

To learn more contact Manon Arsenault, Executive Director, *Chambre de commerce française au Canada – Réseau atlantique Inc.*, at 506-877-5014 or manonarsenault@hotmail.com

To submit a project proposal, contact the project liaison in your province

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