

# International Business Development in Atlantic Canada

January 2002

Canada/ Atlantic Provinces COOPERATION Agreement on International Business Development  
IBDA Secretariat, P.O. Box 6051, Moncton, New Brunswick, E1C 9J8

## IBDA AT WORK IN ATLANTIC CANADA

The International Business Development Agreement (IBDA) continues to help Atlantic Canadian companies enter, explore and succeed in international markets by funding projects such as these:

**Atlantic Trade Music Missions 2002** - Four Atlantic music association representatives will attend the 14<sup>th</sup> Annual International Folk Alliance Conference on February 21 - 24, 2002 in Jacksonville, Florida and the NEMO Music Showcase and Conference in Boston, Massachusetts on April 11 - 14, 2002. The total cost for this project is \$22,000. For more information, contact Steve Horne, East Coast Music Awards, at (902) 892-9040. You can also visit the conference web sites at: <http://www.enviroexpo.com> and <http://www.nemoboston.com>.

**XXII FIG Congress** - Twelve Atlantic companies will attend the XXII FIG (Fédération internationale des géomètres) Congress in Washington, D.C. on April 20 - 25, 2002. Participants will attend the trade show and benefit from matchmaking services and an Atlantic Reception. The total cost for this project is \$70,530. For more information, contact Brad Fay, Champlain Institute, at (902) 463-3990.



**EnviroExpo 2002** - Atlantic Canada will have a pavilion at the EnviroExpo, New England's largest environmental industry trade show and exposition, being held in Boston, Massachusetts on May 7-9, 2002. Participants attending the trade show will benefit from matchmaking services and a reception/presentation to introduce the environmental industry of Atlantic Canada. It is expected that ten Atlantic Canadian companies will participate in this trade show. The total cost for the project is approximately \$90,000. For more information, contact Lynne Thompkins, at (506) 453-8456.

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## What do you think?

This newsletter is published every two months by the IBDA Secretariat to increase awareness of the International Business Development Agreement. We welcome your feedback. Contact Pauline Pitre-Savoie at (506) 851-6403 or send an e-mail to: [ppitres@acoa-apeca.gc.ca](mailto:ppitres@acoa-apeca.gc.ca).

IBDA team at work!

## IBDA Secretariat

Located at the Atlantic Canada Opportunities Agency (ACOA) Head Office in Moncton, the IBDA Secretariat is responsible for the administration of the IBDA and provides support to the Management Committee by overseeing the various day-to-day aspects of the Agreement.

Among its responsibilities, the Secretariat processes all project proposals and issues related to contracts and payments; oversees an annual project participant survey; coordinates all meetings and conference calls, recording all decisions and ensuring subsequent follow-ups; organizes annual planning sessions for its members and workshops for trade and sector officers; maintains the IBDA website; provides bi-annual reports as required by Cabinet; and reports back to the Management Committee on the results of all the projects.

The IBDA Secretariat is supported by two individuals in Moncton and trade researchers in each of the provinces.

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## Sector Workshop Report

This year's Sector Workshop, which took place on November 22-23, 2001 in Charlottetown, was very successful. In fact, the event was said to have been even more successful than last year.

Participants appreciated the time spent within their sector groups and were pleased with the networking opportunities.

Aside from providing trade and sector officers the opportunity to meet with one another and renew their working relationships, it allowed them to contribute to the IBDA planning process and provide input regarding their sector's future direction.

The participants were divided into the eight IBDA strategic sectors, which are as follows:

- Building Products and Construction,
- Business/Professional and Educational Services,
- Consumer/Wholesale,
- Environmental Industries,
- Information Communications Technology,
- Life Sciences,
- Ocean Industries/Oil and Gas, and
- Value Added Food Products.

Two additional sectors took the opportunity to join their counterparts; they were the Plastics and Cultural Industries sectors.