

International Business Development in Atlantic Canada

July 2001

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

What is the IBDA?

The International Business Development Agreement (IBDA) is designed to increase exporting in Atlantic Canada by funding projects that help small and medium-sized companies explore, enter and succeed in international markets. Between 2000 and 2004, the IBDA will invest \$8 million in export-related projects in Atlantic Canada. For more information about this federal/provincial cost-shared agreement, visit the International Business Development Web site at <http://www.acoa-apeca.gc.ca/ibda>.

IBDA at work in Atlantic Canada

Since April 2000, over 25 projects have been approved for funding under this federal/provincial agreement. Below is just a sample of how the IBDA is "at work" helping exporters in Atlantic Canada. For a complete list of approved projects, contact Julie Haché, IBDA Secretariat administrator, at (506) 851-6658 or mailto: jhache1@acoa-apeca.gc.ca.

Canada/US Customs Export Seminars – Providing a one-day seminar for SMEs in each of the Atlantic provinces on how to deal with Canada & US Customs. Next seminars in September. Contact Mandy Boutilier, Customs Client Services (902-426-6511).

Build Boston 2001 – Providing matchmaking services for Atlantic Canadian companies in the manufactured housing and building products sector at the Build Boston 2001 trade show in Boston, Massachusetts in November 2001. Contact Pam Rudolph, Nova Scotia Department of Economic Development (902-424-6042).

Building Centre Project – Assisting the Atlantic building products industry in penetrating and establishing a presence in the UK market by creating a permanent showroom in the Building Products Centre in London, England. Contact Gail LeGresley, New Brunswick Investment and Exports (506-453-8747).

Nordic Days – Providing matchmaking services in Halifax in November 2001 for Atlantic Canadian companies in six strategic sectors and an incoming mission of companies from Norway, Iceland, Finland, Sweden and Denmark. Contact Rick Winter, Atlantic Canada Opportunities Agency (506-851-2573).

Atlantic Food Buyers Mission from China – Organizing one-on-one meetings this fall 2001 between buyers from China and Atlantic Canadian suppliers of value-added food products. Contact Brian Goldsworthy, Agriculture and Agri-Food Canada (902-426-2610).

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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 on this first edition. Contact Pauline Pitre-Savoie at (506) 851-6403 or mailto: ppitres@acoa-apeca.gc.ca.

Visit our Web Site!

Yes, the International Business Development Agreement (IBDA) web site is now online at <http://www.acoa-apeca.gc.ca/ibda> ! Visit this site today to learn everything you ever wanted to know about IBDA -- including funding guidelines, past projects and export success stories -- or to print off an application form. Make sure to bookmark this site!

A recent survey on IBDA says...

In order to monitor the long-term results of the various projects funded under the IBDA, companies are surveyed every year for a period of two to three years following their participation in an IBDA project. The results of the October 2000 survey were very positive. As a result of their participation in one or more BDA projects, 48 Atlantic Canadian companies began exporting and 143 companies made adjustments to their products to better meet export market demands. This summer, 250 companies will be surveyed, with the results available this fall. For more information, contact Michelle Comeau at (506) 851-2946.

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Do you have a project proposal?

Are you working on a pan-Atlantic project to help companies increase their exports? Need more information about the funding available under the IBDA? Contact an IBDA Management Committee member to discuss your project and request an IBDA application kit.

Nova Scotia:	Jim Simpson	(902) 424-3971
New Brunswick:	Dave Thornton	(506) 453-5399
Newfoundland & Labrador:	Cori-Jane Radford	(709) 729-1975
Prince Edward Island:	Valerie Bruce	(902) 368-6311
ACOA:	Serge Langis	(506) 851-6240

