

International Business Development in Atlantic Canada

June 2003

Canada/Atlantic Provinces COOPERATION Agreement on International Business Development
IBDA Secretariat, P.O. Box 6051, Moncton, New Brunswick, E1C 9J8
www.acoa-apec.ca/ibda 1-800-561-7862 ext. 6658

Update: Interbuild 2002



Goal: This show provided participants the opportunities to gather market information, investigate products being offered by potential competitors and determine future trends in the market.

Activity: Participating companies from Atlantic Canada took part in the Interbuild 2002, UK's largest building products show, held in Birmingham, June 9-13, 2002. The IBDA provided funding for the Atlantic Canadian Pavilion, matchmaking services, an Atlantic Canadian reception and a training session.

Results: This show gave our companies the opportunity to reinforce the image/brand of Atlantic Canada building products, helped develop relationship with the Royal Institute of British architects and develop key contacts in the UK market. One of the participating companies commented, "The show was well run from all points of view – full congrats to all governments and people. I do not think it could have been better planned or presented."

For more information, please contact Gail LeGresley, Business New Brunswick, at (506) 453-8747.

Quality of Proposal

Calling All Researchers. . .

You know how to turn an idea into reality. You know how to turn basic research into commercial enterprise. But, do you know how to cross the "t's" and dot the "i's"?

We know you do. We also know you hate paperwork as much as we do. So let's make a deal. Together, we vow not to create anymore paper between us, if you can do the following in all written project proposals. . . Provide:

- The name and background of your organization or department
- A detailed project description including background information, objectives, timeline, and targeted participants.
- A description of the anticipated outcomes of your project, including how these results will be measured.
- A budget outlining all costs and other funding sources.
- A communications plan, where applicable.

Check out the application guideline online at the IBDA website for more details!
www.acoa-apec.ca/e/ibda/funding/funding.shtml

Update: Reverse NEBS – Consumer Products 2002

Goal: The objective of this project was to provide secure sales agents and representation for Canadian craft and giftware, wood consumer products, garden product manufacturers looking to sell to the South-Eastern US, but also to educate Atlantic producers about the Atlanta market.

Activity: This activity was a two part program coordinated with the aid of the Canadian Consulate in Atlanta. Part one of the program was very successful with 70 companies participating in the Reverse NEBS portion of the held in each Atlantic province during June 2002. This activity gave all participating companies an overview of the giftware industry, product trends, pricing, and the relationship between a representative and producer. Part two of the program was held in Atlanta during September. It provided a retailer tour, a tabletop exhibit opportunity and an educational component. The IBDA provided funding for the Pre-mission seminars, the meeting space, matchmaking services and much more.

Results: Participants reported new leads and had some very positive reaction to their products. Half of the participating companies immediately contracted reps, while others made crucial steps toward securing one. All of the participants gained valuable information about the representative finding process, as well as the Southern United States markets.

For additional information, contact Jennifer Evans, PEI Business Development at (902) 569-7690.

Thinking of submitting an IBDA funding request?

Here are the deadlines...

The IBDA provides financial assistance for export-related activities or research.

Funding requests are accepted from provincial and federal departments, municipalities, not-for profit corporations, business networks, associations, universities and other incorporated, non-government organizations. Funding requests are not accepted from individual companies.

Project proposals should be submitted to your provincial or federal IBDA representative before the dates indicated below.

Complete funding guidelines are available online at www.acoa-apeca.gc.ca/ibda.

Deadline for Proposals	IBDA Meeting Date & Location
June 26	July 17, 2003 * <i>Conference call</i>
July 24	August 14, 2003 * <i>Conference call</i>
August 19	September 11-12, 2003 Nova Scotia

* Please note: IBDA meeting dates are subject to change.

IBDA Surveys

In order to verify and analyze the success of the Agreement and to assess the effectiveness of projects financed by IBDA, surveys of participants are being done every year in early summer. This year the survey was done in June 2003.

Individual answers will remain confidential and will be analyzed collectively to provide an overview of the effectiveness of activities. The previous surveys have been very useful, not only to assess the results of projects funded under the IBDA, but also to more effectively plan future activities designed to promote international trade. For more information, contact Andr ea Arseneault, IBDA, at (506) 851-2092.



Atlantic Film Festival 2002

The Atlantic Film Festival is a major international film festival, with last year's event held in Halifax, September 13-21, 2002. This festival provided Atlantic Canada companies a great incubator for ideas, networking and deal making. The keynote speaker for last year's event was Canadian Consul General in Los Angeles, Colin Robertson. The IBDA provided funding for the two seminars during the festival as well as training for participants.

For more information on the event, please contact Gregor Ash, Atlantic Film Festival Association, at (902) 420-4793. You can also visit the association's website at www.atlanticfilm.com.

UPCOMING EVENTS . . .

BIO 2003

A biotechnology trade show will be held in Washington, D.C., June 22-25, 2003. The IBDA will contribute funding for an Atlantic Canadian Pavilion, a networking reception and matchmaking services for participating Atlantic Canada firms. For more information, contact John Argall, BioAtlantech, at (506) 444-2444.

Atlantic Canada Plastics and Composites Showcase, Seminar, and Incoming Mission

An Incoming mission of plastics companies and trade officers from the US Atlantic States will be held on October 21-24, 2003 in Moncton. For additional information, contact Duncan Cross, Canadian Plastics Industry Association, at (902) 424-8670 ext. 143.

Plan Expo 2003

This building products show will be held on November 6-8, 2003 in Dublin, Ireland. The IBDA will provide funding for an Atlantic Canada Pavilion, an Atlantic Canada networking reception, matchmaking services and the training session. For additional information, contact Gail LeGresley, Business New Brunswick, at (506) 453-8747.

Construct Canada 2003

Construct Canada will be held on December 3-5, 2003 in Toronto. This trade show is the country's largest annual exposition of materials, products, technologies and systems used for the construction, retrofit and renovations. For more information, contact Janet Costigan, Department of Industry, Trade and Rural Development at (709) 729-7071.

Organic Market Research and Action Plan

The Atlantic Canadian Organic Regional Network (ACORN) will conduct a market research to provide an overview of the organic industry and identify the potential for Atlantic organic producers, processors, wholesalers and retailers to serve the market both locally and abroad. For more information about this research, contact Jennifer Melanson, ACORN, at (902) 632-2523.

International Business Development in Atlantic Canada is published by the Canada/Atlantic Provinces COOPERATION Agreement on International Business Development (IBDA) in an effort to raise awareness among trade and sector officers of opportunities and activities under the IBDA. The newsletter is published every two months. To add your name to our distribution list or to update your subscription information, please contact the IBDA Secretariat at 1-800-561-7862 ext. 6658.