

International Business Development in Atlantic Canada

March 2003

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

Update: Fish Expo and Workboat Atlantic 2002 Trade Show

Goal: This trade show and exhibition held every two years provides business opportunities in the U.S. market for boat-building and marine supply firms.

Activity: Twenty-three companies from all four Atlantic Provinces took part in the Fish Expo and Workboat Atlantic Trade Show, the largest gathering of marine professionals in the United States, held in Providence, Rhode Island, October 3-5, 2002.

The IBDA provided funding for an Atlantic Canadian Pavilion, matchmaking services and an Atlantic Canada networking reception.



Results: Participants reported over a million dollars in direct sales during the show. It can therefore be said that this trade show was a successful one for participating Atlantic Canada companies.

For additional information, contact Carl Duivenvoorden, Business New Brunswick, at (506) 453-5440.

Strategic Export Plan - Plastics Industries Sector

The Canadian Plastics Industry Association – Atlantic Region has just put the finishing touches on its report prepared to provide an overview of the plastics industry and develop a strategic plan to increase exports by Atlantic Canada firms.

The report consists of an introduction, research and a survey of the sector, a SWOT analysis (strengths, weaknesses, opportunities, threats), a marketing plan and information on its short and medium-term implementation.

For more information about this study, contact Duncan Cross, Canadian Plastics Industry Association, at (902) 424-8670, ext. 143.

Internship 2002 Program

During the summer of 2002, ten MBA students from Atlantic Canada universities entering their second year program were offered summer placements in selected Canadian consulates abroad. In addition to carrying out post's duties, each student conducted research for a roster of companies on the following markets: Atlanta, Boston, Chicago, Los Angeles, New York, Washington, Paris, Barbados, Oslo (Norway) and Reykjavik (Iceland).

The students may be available to give presentations on the information they gathered during their stay. For more information, please contact Janet Lord, Centre for International Business Studies, Dalhousie University, at (902) 494-7104.

East Coast Music Awards 2003



The International Business Development Agreement is pleased to announce that the International Program of the East Coast Music Awards held in Halifax, February 13-16, 2003 was one of the best ever.

Over 45 international delegates from the United States, Australia, Denmark, France, Germany, Ireland, Norway, Holland and the United Kingdom took part in the event. East Coast performers and managers got tips from the delegates on how to prepare for and enter into export markets.

For more information on the event, contact Steve Horne, East Coast Music Association, (902) 892-9040. You can also visit the association's website at www.ecma.ca.



Team Canada Atlantic Équipe Canada Atlantique

Information sessions on the Team Canada Atlantic trade mission to Washington

In preparation for the information and recruitment sessions for the Washington mission, the IBDA funded the development of market profiles for the following sectors:

- ◇ Information and Communications Technology
- ◇ Biotechnology
- ◇ Consumer Products
- ◇ Agriculture and Agri-Food
- ◇ Building and Construction Products

Information sessions were held in each of the four Atlantic provinces during the week of January 20 - 24, 2003. The purpose of these sessions was to give an overview of the mission, provide information on the market and on exporting in general, describe the matchmaking process and discuss company recruitment. Phase 2 of the project will take place two to four weeks before the mission, i.e. in late fall.

For more information, contact Brian Stevens, Canadian Manufacturers and Exporters, at (902) 629-1555.

Looking for Matchmaking Firms

The IBDA Secretariat is compiling a list of firms and consultants that offer matchmaking services for companies. If you have worked with a matchmaking firm in the past that you would recommend, contact Julie Haché, IBDA Secretariat, at (506) 851-6658 or by email at jhache1@acoa-apeca.gc.ca.

Thinking of submitting an IBDA funding request?

Here are the deadlines...

The IBDA provides financial assistance to 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 by the dates indicated below.

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

Deadline for Proposals	IBDA Meeting Date & Location
April 3	April 23, 2003 <i>Conference call</i>
May 1	May 22, 2003 <i>Conference call</i>
May 26	June 16-17, 2003 Prince Edward Island
June 26	July 17, 2003 * <i>Conference call</i>
July 24	August 14, 2003 * <i>Conference call</i>

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

UPCOMING EVENTS . . .

Americana 2003

An exhibition and conference on environmental technologies will be held on March 19-21, 2003 in Montreal. For more information about this event, please contact Andrew Murphy, NS Department of Environment and Labour, at (902) 424-2177.

SIAL International Food Show 2003

SIAL International Food Show will be held on April 2-4, 2003 in Montreal. For more information, contact Ray Foote, Nova Scotia Department of Agriculture and Fisheries, at (902) 893-6382. You can also visit the SIAL website at <http://www.sialmontreal.com>.

E-Learning and Training Week Exposition & Conference

An exhibition and conference on e-learning will be held in Washington from April 28 to May 1, 2003. For more information, contact Steve Kelly, Business New Brunswick, at (506) 444-5265.

European Seafood Show 2003

The biggest seafood show in Europe will be held on May 6-8, 2003 in Brussels, Belgium. There will be an Atlantic Canadian Pavilion, a networking reception and matchmaking services for Atlantic Canada firms. For additional information on the show, contact Phyllis Duffy, PEI Business Development, at (902) 368-6393.

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.

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.