

# *International Business Development in Atlantic Canada*

September 2001

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:

**BIO 2002** – Biotechnology trade show and exhibition in Toronto, Ontario in November 2002. For more information, contact William A. Mills, BioNova, at (902) 424-8670 ext. 179.

**Incoming mission for food products from Asia – Incoming buyers mission from China/Hong Kong** – Eight delegates will travel to the four Atlantic Canadian provinces to participate in pre-arranged meetings in late October or early November, 2001. For more information, contact Brian Goldsworthy, Agriculture and Agri-Food Canada, at (902) 426-2610.

**Incoming mission – wood products buyers** – A number of buyers from the United States will visit wood products companies across Atlantic Canada from October 22 - 27, 2001. For more information, contact Sid Watts, Prince Edward Island Department of Agriculture and Forestry, at (902) 838-0623.

**Atlantic Film Festival** – Panel discussion on “How to access the United States market” was held on September 14-22, 2001 in Halifax during the Atlantic Film Festival. For more information, contact Gregor Ash, Atlantic Film Festival, at (902) 420-4793.

**IFI training sessions** – Multi-sector series of seminars on how to do business with the International Financial Institutions (IFI's) as well as one-on-one meetings with bank representatives from October 1- 3, 2001 in Halifax. For more information, contact Rick Joseph, Nova Scotia Environmental Industry Association, at (902) 463-3538.

## **Sector workshop**

A sector workshop will be held in Charlottetown, Prince Edward Island on November 22-23, 2001.

The purpose of this workshop is to bring together federal and provincial sector/trade officers from the following IBDA priority sectors to further develop their sector export workplan for the coming year with regard to their IBDA project submissions:

- building products and construction
- business, professional and educational services (business to business)
- consumer – wholesale
- environmental industries
- information communications technology
- life sciences
- ocean industries, and
- value-added food products.

For more information or to register, please contact Kandace McEntee at (902) 368-6317.

## Schedule of IBDA meetings

The International Business Development Agreement (IBDA) Management Committee meets every month to review and evaluate project proposals.

This committee has one voting member from each of the seven agreement partners and is co-chaired by the Atlantic Canada Opportunities Agency (ACOA) and one of the four Atlantic provinces on a rotating basis.

For a project proposal to be considered by the Management Committee, it must be submitted at least two weeks prior to the next scheduled meeting. The following is the schedule of upcoming IBDA Management Committee meetings in 2001:

October 11	Conference Call
November 8	Conference Call
December 5-6	Meeting in Nova Scotia

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## IBDA survey - Preliminary results are in!

The IBDA Secretariat conducts regular surveys to evaluate the effectiveness of IBDA-funded activities.

This June, 306 companies that had participated in IBDA-funded projects were asked to respond to several questions. The results were very positive!

Of the companies that responded:

- ✓ 28.6 percent indicated they started exporting as a result of an IBDA project;
- ✓ 18.6 percent increased their export activities into current markets; and
- ✓ 10.6 percent started exporting into new markets.

## IBDA team at work! Provincial Research Officers

Provincial IBDA Research Officers play a key role in getting project proposals ready for submission to the IBDA Management Committee. Included among their many responsibilities are the following:

- Liaising with key trade stakeholders;
- Promoting the development of project proposals;
- Assisting with the application process;
- Assisting with research;
- Consulting line departments and Regional Trade Network members; and
- Coordinating and providing logistical support for Management Committee meetings and conference calls.

You may contact one of the following Provincial Research Officers to discuss your project:

Nova Scotia:	Kelly Carter (902) 424-5448
New Brunswick:	TBD
Newfoundland and Labrador:	Michele Haire (709) 729-1796
Prince Edward Island:	Kandace McEntee (902) 368-6317

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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).