

# ***International Business Development in Atlantic Canada***

November 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:

**Oceanology International 2002** – Marine Science and technology trade show with a series of conferences/exhibitions from March 5-8, 2002 in London, England. For more information, contact Darrell O'Neill, Newfoundland Department of Industry, Trade and Rural Development at (709) 729-5600.

**U.S. Consulate Program** – ACTS 2002 – Six commercial officers from Consulates in Boston, New York, Chicago, Minneapolis, Buffalo, and Seattle will be invited to the Atlantic Craft Trade Show (ACTS) scheduled for February 2-4, 2002 in Halifax, Nova Scotia. For more information, contact Bernard Burton, ACTS at (902) 424-8609.

**European Seafood Exhibition 2002** – An Atlantic Pavilion will be set up at the European Seafood Exhibition 2002 on April 23-25 in Brussels, Belgium. There will also be a networking reception and matchmaking meetings. For more information, contact Sean Barry, Newfoundland and Labrador Department of Fisheries and Aquaculture at (709) 729-0634.

**East Coast Music Awards 2002** – Funding was approved to the East Coast Music Awards (ECMA) to supplement the international education component for the ECMA 2002 through seminars, conferences and one-on-one meetings. This event is scheduled for January 31 to February 3, 2002 in Saint John, New Brunswick. For more information, contact Steve Horn, ECMA at (902) 892-9040.

## **Branding Project**

The Management Committee of the Canada/Atlantic Provinces COOPERATION Agreement on International Business Development (IBDA) felt that a unique brand was needed to give a strong and arresting visual identity to Atlantic Canada when the four Atlantic Canadian provinces participate as a group in events/projects funded through the IBDA.

The **ATLANTIC CANADA ATLANTIQUE** brand was specifically designed to establish an effective visual image of the region throughout the world and we hope will reflect a status of unity between the four provinces and the Government of Canada.



A CD has been prepared containing various formats of the brand. Should you need a copy or for more information, please call Pauline Pitre-Savoie, Atlantic Canada Opportunities Agency at (506) 851-6403.

## Value-Added Agri-Food Market Development Project for Japan

The IBDA in cooperation with each of the Atlantic Provinces is pleased to announce a new project to develop value-added business with Japan. The prime focus of the program is to assist Atlantic Canadian fish and agri-food companies in introducing a new range of products specially adapted for the Japanese market. The project will be delivered by contracting marketing companies who are experienced exporters and importers in the Japan market to work with Atlantic Canadian companies.

The marketing company will provide the following services to help develop the Japanese market:

1. Analyze products to determine suitability for the Japanese market and suggest adaptations and modifications that may be required.
2. Present export-ready products to Japanese market.
3. Provide advice on market access, brokers/distributors/retailers, distribution channels, import requirements, as well as regulations and restrictions.
4. Assist companies in developing and implementing marketing and promotional plans.
5. Assist companies in the preparation of detailed business itineraries for a mission to Japan.

Atlantic Canadian companies will apply to the program and those whose products are deemed to have potential will be offered the services of the marketing company for a twelve-month period. The goal will be to develop their product for the Japanese market and take the steps necessary to achieve the first sale during this period.

Marketing companies will be selected during November and December. Meetings with Atlantic Canadian companies will take place in January/February. Product development and introduction to the Japanese market will take place before the end of 2002. For more information, please contact Janis L. Raymond at (902) 424-0330.

## IBDA team at work! Communications Officers

The IBDA is proud to invest and support projects and partnerships that help build a stronger economy for Atlantic Canada.

Public awareness of the benefits created through these various initiatives is an important element in influencing economic development in the region.

That's where the IBDA Communications Sub-Committee comes in. It is committed and accountable for ensuring that the Agreement's investments are responsibly and appropriately communicated to the public.

The IBDA Communications Sub-Committee can offer you professional advice and support in promoting your partnership with the IBDA. To discuss these requirements, your communications-related activities or to receive the IBDA partners' logos, please do not hesitate to contact any of the following IBDA Communications Sub-Committee members:

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| Atlantic Canada Opportunities Agency | Pauline Pitre-Savoie<br>(506) 851-6403 |
| Nova Scotia:                         | Mary Anna Jollymore<br>(902) 424-4998  |
| New Brunswick:                       | André-Marc Allain<br>(506) 444-5545    |
| Newfoundland and Labrador:           | Josephine Cheeseman<br>(709) 729-4570  |
| Prince Edward Island:                | Jacinta Keough<br>(902) 894-0367       |

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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).