

October 2007

Welcome to IBDA News, the e-mail newsletter for Canada/Atlantic Provinces Agreement on International Business Development. We welcome and encourage your contributions, comments and questions. Contact the editor at rayanne.brennan@acoa-apeca.gc.ca to subscribe or unsubscribe to IBDA News. For more information on the IBDA visit: www.acoa-apeca.gc.ca/ibda/.

NEW PROJECTS

U.K. conference presents first-rate trade opportunity to ocean industry companies

Atlantic Canada's ocean industry firms have an exceptional trade opportunity to expand their overseas markets.

It's an invitation to attend Oceanology International which is recognized as the largest marine science and ocean technology exhibition and conference in the world. Organizers of the Atlantic delegation to this bi-annual show hope to attract up to 12 participants. The event is scheduled for March 11-13, 2008 in London, U.K.

IBDA will support this trade initiative with funds for networking and marketing activities, as well as for floor space rental and a pavilion to exhibit Atlantic Canada products. The initiative builds on past successes Atlantic companies have enjoyed at this conference.

Over 7,000 visitors and more than 200 exhibitors are expected to take part in the 2008 event. Last year's show drew visitors from 60 countries and exhibitors from 30 countries.

If you know of companies that would benefit from this export opportunity, please contact Peter Giffin, Senior Trade Officer, Nova Scotia Business Inc., at 902-424-4213 or giffinpl@gov.ns.sca.

Walt Disney World to showcase Atlantic Canada giftware at Epcot pavilion

Atlantic Canada's giftware producers hope Walt Disney World casts its "magic" on their product sales. The Magic Kingdom will host a showcase of Atlantic

Canada giftware in front of the Canadian pavilion at Epcot in November and December 2007. Kiosks for product displays, demonstrations and in-store sales of made-in-Atlantic Canada merchandise will be designed and constructed at the invitation of Epcot business executives.

This unique export opportunity builds on the successes of two previous trade missions to Florida by delegations of Atlantic Canada consumer products companies.

The IBDA will contribute towards the fee and travel for two consultants, matchmaking, training activities and exhibition costs.

A companion trade mission to central Florida will take place in early December to help Atlantic Canada exporters of consumer products explore export opportunities in this region and make valuable contacts.

To learn more, contact Barbara Touchie Trade Executive, Business New Brunswick at 506-453-3783 or barb.touchie@gnb.ca.

IBDA management committee meetings

October 18, 2007
Conference Call

November 15, 2007
Conference Call
Deadline for Proposals - October 18

November 27-28, 2007
Sector Workshops
St. John's, NL

Note: IBDA meeting dates are subject to change.

Middle East meets Eastern Canada at world summit on energy

An Atlantic Canada trade delegation will be in the Middle East to attend the first World Future Energy Summit.

The three-day conference will be held January 21-23, 2008 in the new Abu Dhabi National Exhibition Center.

This international partnering event features a diverse program of learning, marketing and networking functions, namely its large international exhibition and keynote speeches by world leaders in the renewable energy industry. Presentations and panel discussions will cover a wide range of issues, including carbon management, solar, wind, biofuels, clean transport, green property and sustainable architecture.

According to Export Development Canada, the United Arab Emirates (UAE) is one of Canada's fastest growing trade partners with growth of 35% last year. Opportunities are developing in energy services, renewable energy, water and wastewater remediation and solid management.

The Nova Scotia Department of Environment and Labour, with the financial assistance of the IBDA, is recruiting Atlantic companies to take part in this event. Participating companies will receive in-depth training prior to the summit, and benefit from matchmaking services and intelligence gathering.

For more information on this project or to inquire about participation, contact the Nova Scotia Department of Environment and Labour.

IBDA supports research into Caribbean market

Canadian Manufacturers and Exporters-Newfoundland and Labrador Division, is leading research into the Caribbean market to identify export opportunities for the Atlantic Canadian building and construction industry.

The IBDA-supported initiative will enhance knowledge of the market and educate Atlantic Canadian companies about the export opportunities and market requirements.

The goal is to prepare the Atlantic Canadian building products industry for potential trade initiatives.

For more information on this trade project, contact Gerard Dominic, Canadian Manufacturers and Exporters-NL Division, at 709-772-3682 or 1-888-772-3682 or gerard.dominic@cme-mec.ca.

Team Canada Atlantic Mission headed to Boston in November

A delegation of up to 40 Atlantic Canada companies will have their sights set on the U.S. Eastern Seaboard market next month. They will be participating in a multi-sector Team Canada Atlantic Mission to Boston. High level government officials from the four Atlantic Canada provinces will accompany the delegation to support the businesses in their sales and marketing activities.

The IBDA will contribute to this mission by providing funding for training, as well as a *Taste of Atlantic Canada* reception.

The mission will take place November 4-8, 2007. To take part or learn more about this export opportunity, contact Bill Aasvagen, Manager, Trade Centre Limited, at 902-421-1302 Ext. 277 or baasvagen@tradecentrelimited.com.

To submit a project proposal, contact the project liaison in your province

Newfoundland and Labrador
Tonya Hussey
709-729-3641
tonyahussey@gov.nl.ca

New Brunswick
Monique Arsenault
506-444-2135
monique.arsenault@gnb.ca

Nova Scotia
Debbie MacIsaac
902-424-4242
dmacisaa@gov.ns.ca

Prince Edward Island
Leta Lavers
902-368-5789
ljlavers@gov.pe.ca