

CONTACT US

For further information contact us through Team Canada Inc at:

1 888 811-1119

Visit our Trade Team Alberta (TTA) web site:

www.alberta-canada.com/tta

Site features include:

- Activities and events
- Programs and services offered by TTA partners
- Information on export readiness, development strategies and export opportunities
- Investment attraction
- A brief description of TTA work groups
- A Business Plan outlining work initiatives planned for the next three years
- Information on TTA and Team Canada Inc
- Innovation

We welcome feedback and suggestions on our website.



Team Canada Inc - Équipe Canada Inc



Canada

Your Passport to the
Global Market



Explore a world of opportunity
and make one call to find the way...

1 888 811-1119

Trade Team Alberta (TTA) website:
alberta-canada.com/tta

TRADE TEAM ALBERTA – TRADE, INVESTMENT & INNOVATION

What Is It, and What Can It Do For Me?

Welcome to Trade Team Alberta (TTA)– a unique partnership of the governments of Canada and Alberta. Whether you are a potential, preparing, or experienced exporter, our members have the services you need. To access TTA’s wide range of export services, start by calling 1 888 811-1119, or visiting alberta-canada.com/tta. You will be directed to a Trade Team Alberta member that can provide you with the information you need, including general information, exporter education, export advice, market entry support, export financing, and in-market support.

Trade Team Alberta Mission Statement:

“To increase the competitiveness of Alberta’s private sector, the number of exporters, and the level of value-added exports and foreign investments in Alberta.”

Working Together, Working for You

TEAM CANADA INC (TCI):

Your Source for Export Services

Another smart idea, Team Canada Inc is Canada's network of government and private sector export service providers that help Canadian businesses succeed in world markets. Together with Trade Team Alberta, it can provide you with information, counselling, market intelligence, financial assistance, and on the ground support you need to make your export venture a successful one.

Team Canada Inc has developed tools that will take you one step closer to export success. Their latest publication, the *Roadmap to Exporting*, helps exporters locate the best sources of export services. Other useful TCI products include *A Step-by-Step Guide to Exporting*, *Export Readiness Diagnostic*, *Interactive Export Planner*, and a series of half-day *Going Global* workshops.

To find out more about TCI and access these tools, visit www.exportsource.ca or call 1 888 811-1119.

KEY OBJECTIVES

Trade Team Alberta focuses on five key areas to assist Alberta companies achieve success in the global market:

Export Preparedness

We help companies understand the tools, skills and resources required to export.

Diversifying & Strengthening

Export Markets & Performance

We assist active exporters to enter new markets by providing market information and coordinating incoming and outgoing missions.

Investment Attraction

We collaborate in efforts to attract, retain, and expand foreign direct investment by promoting Alberta's investment assets and coordinating a unified response to investment inquiries.

Innovation

We collaborate to assist small and medium sized enterprises and research institutes develop international technology and research and development (R&D) partnerships, and to attract foreign capital and key human resources.

Export Financing and Financial Assistance

Our members and partners offer you a variety of services including programs that can cost-share your international marketing efforts, provide financing to your foreign buyers or insure your international receivables.

EXPORT PREPAREDNESS

Alberta Economic Development (AED)

AED works to enhance the knowledge and capability of Alberta's exporting manufacturers and service providers. It provides market intelligence, enhanced training for various industries, and identifies international business opportunities. Information provided by AED includes: trade statistics, international market profiles, U.S. Customs Entry and Business Regulations, and a Trade Events Calendar. AED also teams up with other Trade Team Alberta partners to provide Competitive Intelligence Training to enhance and strengthen business activities in this area.

Alberta Innovation and Science (I&S)

I&S works with local industry (high focus on high-tech sectors) to improve their competitiveness and access to market intelligence on their targeted markets.

The Business Link - Export Services

The Export Link is a service of The Business Link, Alberta's primary business service centre, providing potential and new exporters an entry point for export information, resources and referrals, including:

- Alberta's first-stop service for Team Canada Inc's export information line: 1 888 811-1119
- Export specialists to answer questions and help plan market entry strategies
- Publications and library resources to further your export education and research new markets
- Training opportunities to learn the "ins and outs" of international trade

Calgary Business Information Centre (CBIC)

Discuss your individual business needs with a Business Information Representative who can introduce the basics of importing/exporting. CBIC can provide export-related information such as market research, insurance, incoterms, financing options, and trade events. Additionally, CBIC can provide you with information on government programs and contacts to help you bring your project together.

DIVERSIFYING AND STRENGTHENING EXPORT MARKETS AND PERFORMANCE

International Trade Centre (ITC)

The ITC's in Calgary and Edmonton provide pathfinding assistance to help companies locate export related services/programs. Other ITC services include export counselling, market strategy advice, foreign market information, and information on ExportUSA, a program focussed on export education for companies considering exporting to the USA. Another service available for companies is the Virtual Trade Commissioner: a personalized web-page providing information specific to your target markets including the latest market information, business leads, and personalized Trade Commissioner service.

Western Economic Diversification (WD)

WD supports the Western Canada Business Service Network (WCBSN) to ensure entrepreneurs have access to business planning and exporting services. The Network includes the Community Futures Development Corporations (CFDCs), Women's Enterprise Initiatives (WEIs), Francophone Economic Development Organizations (FEDOs) and the Canada Business Service Centres (CBSCs).

Agriculture and Agri-Food Canada

Agriculture and Agri-Food Canada promotes the development, adaptation and competitiveness of the Canadian agriculture and agri-food sector through policies, programs and services. The Department's Agri-Food Trade Service website (ats.agr.ca) provides exporting guidance, market analysis, country and product reports, market trends and opportunities, world trade news, global trade rules, information on trade shows and missions, international trade statistics, programs and services available, trade contacts, and links to other information sources. The site also promotes Canadian product suppliers and investment in the Canadian agri-food industry.

Alberta Economic Development (AED)

Companies can utilize AED's Electronic Business Information Service (EBIS) for specific, pre-pipeline intelligence on certain key markets and industry sectors and links from this site to access current business opportunities. AED also establishes and maintains strong relations in select geographic markets and industry sectors. AED teams up with

other Trade Team Alberta partners to provide Competitive Intelligence Training to enhance and strengthen business activities in this area.

Alberta Innovation and Science

Alberta Innovation and Science focuses on information and communications technology, life sciences and energy. The department's programs facilitate technology commercialization to build knowledge intensive industries in Alberta. It also invests in information technology to maintain and improve the delivery of Alberta government services. Alberta companies and research institutions are promoted in priority markets abroad, and links are developed to increase diversification of Albertan products and services.

International Trade Centre (ITC) / Foreign Affairs & International Trade's Trade Commissioner Service

The ITC's are your local access point to the Trade Commissioner Service officers in Canadian trade offices abroad. If you're interested in learning about your market prospects, finding key contacts, local company or visit information, or would like a face-to-face briefing or troubleshooting session, we can

help. ITC's arrange one-on-one meetings between companies, Trade officers and potential partners from their target markets. ITC's recommend and recruit for international trade fairs and trade missions that match individual company needs, and organize seminars and events in Canada to help companies learn about international business environments and opportunities.

Western Economic Diversification (WD)

Human resource constraints are often a main obstacle in realizing international marketing goals. WD's International Trade Personnel Program (ITPP) will provide up to 50 per cent of a recent graduate's salary (to a maximum of \$20,000) for up to one year. These additional human resources can help with such things as developing a marketing plan, finding ways to expand your customer base, and enabling you to take advantage of new opportunities.

INVESTMENT ATTRACTION

TTA provides integrated and targeted support to potential and existing foreign investors in Alberta. This is accomplished by defining and promoting the Alberta Advantage, developing and improving investment attraction tools and resources, providing training on investment attraction and retention for Alberta communities and facilitating the sharing of ideas and initiatives through regular roundtables.

Alberta Agriculture, Food and Rural Development - Agri-Food Investment Division

This group assists companies and investors to establish, expand or maintain agri-food processing and primary agricultural production in Alberta, and identify and evaluate investment opportunities. It facilitates project development by providing information and services related to feasibility studies, joint venture/alliance partners, sources of capital, site location information and infrastructure development. Finally, it provides support for business immigration and investment programs and facilitates project development that encourages new growth or expansion of primary agriculture such as livestock, crops & vegetables.

Alberta Innovation and Science

Alberta Innovation and Science works in collaboration with TTA partners to grow, attract, and retain knowledge intensive firms and R&D investment. Specific focus is on software, biotechnology, micro-systems, nanotechnology, wireless technologies, etc.

International Trade Centre (ITC)/ Foreign Affairs & International Trade

The ITCs support Alberta communities in attracting and retaining foreign direct investment through the direct assistance of the PEMD-I program, as well as by providing linkages to Canadian investment officers abroad, and sharing competitive intelligence on potential opportunities.

The PEMD-I program, administered by the ITC, assists communities in developing foreign investment attraction strategies and tools to meet expectations of foreign investors and to compete internationally.

Western Economic Diversification (WD)

WD works with industry, other government organizations, and communities to identify and generate new foreign investment into Alberta.

INNOVATION

Alberta Innovation and Science

Works with local/national/international companies and research institutions to:

- Develop strategic partnerships in research and development (specific focus on high-tech sectors)
- Enhance technology commercialization activities and develop new market opportunities
- Attract key human resources to Alberta that can assist in enhancing Alberta's competitiveness.

Technology Partnerships Canada (TPC)/ Innovation Branch - Industry Canada

Offers links to Canada's Science & Technology (S&T) Network abroad, whose services include: gathering international S&T intelligence; facilitating and in some cases, funding (through the *Going Global* Program) the access of Canadian research institutions and firms to international R&D opportunities; and introducing Canadian R&D firms to sources of foreign capital for expansion into foreign markets. The Branch also acts as a local contact for inquiries pertaining to Canada's Innovation Strategy.

Western Economic Diversification (WD)

WD supports Canada's Innovation Strategy within Western Canada. The First Jobs in Science and

Technology Program (FJST) helps companies remain competitive and profitable in today's knowledge-based business world. WD will provide up to 50 per cent of a recent graduate's salary (to a maximum of \$20,000) for up to one year. Graduates bring up-to-date skills in their chosen field; their technical knowledge can help develop or adapt new or existing technology.

EXPORT FINANCING AND FINANCIAL ASSISTANCE

Alberta Innovation and Science

Alberta Innovation and Science assists local high-tech companies to access capital required to pursue business development opportunities in targeted regions.

International Trade Centre (ITC)/ Foreign Affairs & International Trade

The Program for Export Market Development (PEMD) shares the costs and risks of entering and developing foreign markets. It reimburses 50% of eligible expenses, and is repayable upon success in the target market.

Trade Team Alberta can also refer you to additional programs offered by other organizations.

TRADE TEAM ALBERTA PARTNERS

Agriculture and Agri-Food Canada
(780) 495-4141 • ats-sea.agr.ca

Alberta Agriculture, Food & Rural Development
(780) 427-7366 • www.agric.gov.ab.ca

Alberta Economic Development
(780) 427-4809 • www.alberta-canada.com

Alberta Innovation and Science
(780) 427-2553 • (403) 297-3117
1 800 745-3823 • www.innovation.gov.ab.ca

The Business Link
(780) 422-7722 or 1 888 811-1119
• www.cbsc.org/alberta/exportlink

Calgary Business Information Centre
(403) 221-7800 • www.calgary-smallbusiness.com

Department of Foreign Affairs and International Trade
(c/o ITC, below)
• www.dfait-maeci.gc.ca

International Trade Centre - Industry Canada
(780) 495-2944 or (403) 292-4575 • www.itc-cci.gc.ca

Technology Partnerships Canada (TPC)/
Innovation Branch - Industry Canada
(780) 495-3329 or (403) 292-6643
• www.innovationstrategy.gc.ca
• www.infoexport.gc.ca/science/menu-en.htm

Western Economic Diversification
(780) 495-4164 or (403) 292-5458 • www.wd.gc.ca

EXPORT INFORMATION WEB SITES

Trade Team Alberta
• www.alberta-Canada.com/ta

ExportSource
• exportsource.ca

Strategis
• strategis.gc.ca

Canada Customs and Revenue Agency
• www.ccr-a-drc.gc.ca

The Canadian Trade Commissioner Service
• www.infoexport.gc.ca

Invest in Canada
• www.investincanada.gc.ca

National Research Council
• www.nrc.ca/irap/

Canadian International Development Agency
• www.acdi-cida.gc.ca

Export USA Calendar
• www.dfait-maeci.gc.ca/can-am/export/menu-en.asp

Alberta Opportunity Company
• www.afsc.ca (see Business Loans)

Business Development Bank of Canada

- www.bdc.ca

Canadian Commercial Corporation

- www.ccc.ca

Community Futures Development Corporation

- www.communityfutures.ca

Export Development Corporation

- www.edc.ca

Standards Council of Canada

- www.scc.ca

