

Export Partnering Program

What is the Export Partnering Program?

The Export Partnering Program (EPP) is an initiative designed to help small- and medium-sized businesses with little or no exporting experience to successfully enter strategic international markets.

Created by ACOA New Brunswick, the Program is supported by ACOA, Industry Canada, the Department of Foreign Affairs and International Trade, as well as other partners in Trade Team New Brunswick. Together, in conjunction with select New Brunswick universities and colleges, they deliver EPP province-wide.

How it works

- EPP matches each participating firm with at least one International Marketing Student from one of the province's universities or colleges.
- Working with the firm, the student(s) research and develop a strategic marketing plan for entry into a select new market, primarily in the New England states.
- Accompanied by "their" student, each company travels to the select market as part of an EPP-organized trade mission. Activities involve networking opportunities and information sessions with consulate officials and sector experts, as well as meetings with potential partners or buyers.

Who can apply?

- New Brunswick small- or medium-sized businesses with limited (less than 10 per cent of sales related to exporting) or no export experience. Companies must demonstrate the commitment and resources necessary for successful implementation of a marketing plan.
- University or college students with a successful track record and sufficient study in international trade who demonstrate interest in a career involving international trade or marketing and a desire to remain in New Brunswick after graduation.
- New Brunswick universities or colleges that offer a degree or diploma in international business.

Funding and eligible costs

- ACOA may provide up to 70 per cent of eligible costs, which include training, site visits, travel, strategic marketing report and mission-related accommodations and receptions.

Interested in learning more about expanding your business horizons?

Talk to the ACOA New Brunswick Trade and Investment Group today. 1-800-561-4030



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