

## Atlantic Trade and Investment Partnership

Having the right skills and expertise are key to business development, especially when it comes to exporting. That's why the Atlantic Canada Opportunities Agency (ACOA) has introduced the Trade Education and Skills Development initiative.

One of the five components of ACOA's Atlantic Trade and Investment Partnership (ATIP), the initiative is designed to help small and medium-sized enterprises (SMEs) acquire the export skills, knowledge and advice they need to successfully carry out an export venture.

### How does it work?

The objective of the Trade Education and Skills Development initiative is to increase the number of SMEs in Atlantic Canada that are capable of successfully exporting to international markets. To do this, the initiative offers a variety of training and skill-related activities across the region. These activities may include:

- **Trade Awareness and Skills Development Training:** ACOA partners with regional trade and industry associations, educational institutions, community business development groups and others to deliver trade awareness and skills development training to current and potential exporters.
- **Enhanced Curriculum and Outreach Programs at Universities and Colleges:** ACOA assists post-secondary educational institutions in Atlantic Canada enhance their international trade and investment curriculum. Funding is also available to these institutions to develop business outreach programs, which include trade training, counselling and mentoring services to rural and small town business communities.
- **Trade Training for Small Business Counsellors:** ACOA is partnering with the *Acadia Centre for Small Business Development* to offer advanced trade and investment training to our region's Small Business Counsellors to improve their export advisory skills.

### Who can apply?

Industry associations, post-secondary educational institutions, community business development organizations, and other not-for-profit organizations with a mandate to assist SMEs expand their export activity are eligible to apply for funding under this initiative.

SMEs interested in exporting are encouraged to contact their industry associations, post-secondary educational institutions or their nearest ACOA office to access these training opportunities.

### What assistance is available?

Although ACOA can fund up to 100% of eligible costs, applicants are encouraged to fund at least 25% of the project from other sources.

Assistance may be provided for projects such as trade awareness and training seminars, workshops, conferences, sector-based trade missions and trade mentoring.

### Questions?

To find out more about *ATIP* or the *Trade Education and Skills Development* initiative, contact your nearest ACOA regional office:

Head Office: 1-800-561-7862  
New Brunswick: 1-800-561-4030  
Prince Edward Island: 1-800-871-2596  
Newfoundland and Labrador: 1-800-668-1010  
Nova Scotia: 1-800-565-1228  
Enterprise Cape Breton Corporation: 1-800-705-3926

Web site: [www.acoa.gc.ca/trade](http://www.acoa.gc.ca/trade)

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*ACOA is committed to protecting the environment of this region by promoting sustainable businesses and communities in Atlantic Canada.*



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