

Increasing export activity in Atlantic Canada and attracting foreign direct investment to the region are key priorities of the Atlantic Canada Opportunities Agency (ACOA). Through Team Canada Atlantic missions, ACOA works with local companies and other partners in the region to achieve these goals.

Team Canada Atlantic missions are one of the five components of ACOA's Atlantic Trade and Investment Partnership (ATIP).

Why Team Canada Atlantic missions?

Team Canada Atlantic missions offer export-ready businesses in Atlantic Canada the training, partnerships and connections they need to successfully enter international markets, particularly those in the United States and other strategically selected international markets.

These missions also provide the opportunity to promote the region among key decision makers as a profitable place to do business.

How do they work?

Atlantic Canadian trade specialists identify a target market in the United States or in other strategically selected international market.

ACOA and its partners recruit export-ready companies in two categories: business (10 from each province), and associate delegates. The key criteria for all: export readiness. Team Canada Atlantic missions travel to a selected target market up to three times within a 24-month period. Typically, the first mission involves pre-arranged meetings with potential customers, networking events, and a *Taste of Atlantic Canada* reception.

A second mission offers participants a minimum of six pre-arranged meetings with potential customers and partners from the area, and a *Taste of Atlantic Canada* reception. The third mission is usually sector specific and further explores the market.

What assistance is available?

ACOA will provide financial assistance for up to 75% of eligible costs for the mission, including logistics, matchmaking services, meeting rooms, networking events, promotional activities, pre-mission training and support, and post-mission follow-up consultation service.

Participating companies pay a registration fee that covers the cost of their air and ground transportation. Companies are responsible for all costs related to their own accommodation and meals during the mission.

Who can participate?

Atlantic Canadian companies that are export-ready and interested in tapping into an international market can apply to participate in Team Canada Atlantic missions as a business, or an associate delegate.

Questions?

To find out more about *ATIP* or *Team Canada Atlantic missions*, 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.teamcanadaatlantic.com

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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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