



## Investing in the Business Climate

# Trade, Investment and Tourism

The Atlantic Canada Opportunities Agency (ACOA) is continuing to improve the region's climate for business growth through the Atlantic Investment Partnership – *The Second Wave*, a new five-year \$708-million initiative to support economic development throughout Atlantic Canada.

The Investment in the Business Climate component of the strategy will see a total injection of \$65 million over five years, invested in the key areas of trade, investment and tourism.

### Atlantic Trade and Investment Partnership

The Atlantic Trade and Investment Partnership includes:

- **Team Canada Atlantic** – Includes two trade missions per year to selected U.S. and European markets with the participation of approximately 40 companies per mission.
- **Sector Export Strategies** – Develops and funds sector export strategies, and assists in developing and implementing international initiatives as identified within the strategies.
- **Trade Education and Skills Development** – Provides trade training and awareness sessions for potential and existing exporters, including specific trade training for youth, women and Aboriginals. It will also provide an export readiness assessment service.
- **Export Internship for Trade Graduates** – Provides employment opportunities for university/college graduates and offers in-house expertise to Atlantic Canadian businesses wanting to capitalize on international markets.
- **Investment** – Strives to attract and develop foreign direct investment within the region through investment research, investment intelligence dissemination,

awareness and promotion activities, lead identification and development, and joint investment attraction projects with the Atlantic provincial governments and other federal partners.

### Atlantic Canada Tourism Partnership

The Atlantic Canada Tourism Partnership is a nine-member pan-Atlantic partnership comprised of the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism in New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island. Through the Atlantic Investment Partnership – *The Second Wave*, ACOA will work with its partners to build on this success through continued international marketing, joint planning with other Atlantic tourism organizations, and by encouraging greater adoption of technology by tourism businesses.

For more information on these and other ACOA programs, contact the ACOA office nearest you:

**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

**ACOA Head Office:** 1-800-561-7862

ACOA web site: [www.acoa.gc.ca](http://www.acoa.gc.ca)

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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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