

Exporter Development Initiative

Manitoba Trade and Investment is pleased to introduce our Exporter Development Initiative, designed to help you develop and grow your export business.

Consider us part of your export team!

Have you ever wished that you could increase your marketing efforts with additional resources? We can help. We have industry expertise, a focused commitment to growing exports and the contacts worldwide to make it happen. Our dedicated Manitoba Trade and Investment consultants will work with you one-on-one – in your shop or ‘on the road’ – to help you take your business to the next level. Together, we will assess your strengths and preparedness for exporting.

Tailored to you -

The Exporter Development Initiative provides different types of assistance and programs including:

- support for new and emerging exporters
- assistance for experienced exporters to enter new international markets

Are you a new/emerging exporter?

We will provide:

- support for domestic activities, including exhibiting in Canadian trade shows, information sessions, seminars, mentoring and networking events for companies
- introduction to our closest and largest market with missions into the U.S. – “border buster” missions to meet with exporting service providers and buyers, matchmaking events targeted to buyers in the U.S. upper Midwest region (These events will allow new exporters to meet with potential buyers or representatives, customs officials, embassy staff and freight forwarders, while exploring the market opportunities close to Manitoba.)
- an improved Trade Assistance Program (TAP) that will provide support in your effort to develop promotional materials or web-enabled marketing.

Are you an experienced exporter seeking new markets?

We will provide:

- enhanced country analysis and marketing intelligence on economic and political trends, market scanning to explore the potential of your product or service, international business opportunities, competitive analysis and foreign contacts
- opportunities to attract buyers to Manitoba for industry-focused events, such as agricultural tours, trade shows or factory site visits and technology promotions
- development of a virtual trade show website to market your products worldwide

Overall goals

Through a focused industry outreach program and enhanced communication between the various trade partners in Manitoba, the Exporter Development Initiative aims to help Manitoba companies achieve:

- increased exports to domestic and international markets
- sales penetration of selected priority markets

Key priorities

The Exporter Development Initiative works in collaboration with public/private sector partners on the following priorities:

- **Sector Development Strategies** – creates strategies to examine and evaluate the current and future development potential of Manitoba companies in key sectors
- **Priority Markets** – consults with Manitoba businesses and other partners to identify specific market opportunities (Identified markets will receive intensive

focus for at least a three-year period to determine market potential and assess the results of our efforts.)

Expect to see us!

- **Industry Outreach** – We like to meet with companies – face-to-face - and provide personal service that is targeted to your business, specific to your industry and addresses your needs. Manitoba Trade consultants can assess export readiness, potential and help map out a plan to capitalize on the export opportunities available to your business. We will encourage the development of new exporters in rural Manitoba.
- **Enhanced Co-ordination** – A close working relationship among Manitoba Trade’s partners – the chambers of commerce, the federal, provincial and municipal governments, rural economic development agencies and industry associations – will increase your access and facilitate your venture into the world of international trade. Together with our trade colleagues, we will develop strategies and programs that leverage our collective strengths and best support efforts to improve Manitoba’s exporting capacity.

Manitoba Trade, as the lead trade agency in the province, is at your service!

For further information please contact:

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