Grow Export 2020 Program Guidelines

Program Overview & Objective

Under the Atlantic Growth Strategy, the four Atlantic Canadian provinces and the Atlantic Canada Opportunities Agency (ACOA) are offering the Grow Export 2020 Program. This exporter readiness program will build the export capacity of small businesses in Atlantic Canada with the goal of enabling long-term economic growth in the region.

Grow Export will select 32 eligible SMEs, eight from each Atlantic Province to participate in the program. With the support of the provincial and federal governments, participation gives each SME access to an estimated $15,000 of valuable export training, coaching and consultation.

Grow Export 2020 Goals and Objectives

Goals:

- Build an export culture of SMEs in the Atlantic Provinces
- Increase Atlantic Canada Exports
- Leverage sustainable growth in Atlantic Canada

Objectives:

- Increase the number of Atlantic Canadian SMEs exporting
- Increase the value of Atlantic Canadian SME exports
- Increase the percentage of Atlantic Canadian SMEs exporting to more than one market

Eligible Applicants

To be considered for the Grow Export 2020 Program, you must be a registered business in Atlantic Canada that qualifies as an SME. As there are only eight available spots per province, there will be a selection process to finalize applicants. It is important to note that all selected businesses must agree to fully partake in all the required stages of the Grow Export Program.

To be eligible for Grow Export, the SME must:

- Have interest to sell its products and/or services outside of Canada.
- Have a developed product and/or service.
- Be available to fully participate in all required program activities, including:
    - Needs Assessment Interview
    - Training (both in person and online)
        - FITT - Situational Analysis
        - Customer Discovery
        - Export Budgeting - Cash Flow Projections
        - Pricing Strategies for Export
        - Sales Training
    - Participate in coaching activities (in person and online)
    - Complete an Export Monthly Action Plan, (Export MAP) to guide export planning
    - Participate in all program surveys

Participants accepted into the Grow Export 2020 Program will also be invited to participate in an Educational Trade Mission to the US in fall 2020.

Immediate Benefits

The short-term quantitative benefits for each organization based on the services and training you will receive are estimated to be $15,000 of value. If you are selected for participation in the Grow Export 2020 program, you will receive:

- Support to develop an Export Monthly Action Plan (Export MAP) to guide export planning
- Targeted export educational sessions
    - FITT - Situational Analysis
    - Customer Discovery
    - Export Budgeting - Cash Flow Projections
    - Pricing Strategies for Export
    - Sales Training
- Coaching opportunities on how to solve export challenges and enter foreign markets
- Educational Trade Mission to the US in fall 2020 - includes travel funding support

Intermediate to Long-term Benefits

Participation in Grow Export should result in one or more of the following outcomes:

- Entering a new market(s) outside of Canada
- Introducing a new product or service to a new market outside of Canada
- Increased export sales outside of Canada
- Participation in a global value and/or supply chain
- Increased investment in the business
- Understanding the requirements needed (i.e. certifications) to enter a specific market outside of Canada

Application Process

To apply for Grow Export 2020, please complete the application form and send to your provincial government representative, listed below. Grow Export 2020 will be taking 8 qualifying SMEs from each Atlantic province to participate. Please note, if accepted the fee to participate in the training and coaching components is $250 and the educational mission fee is also $250.

Application Intake

Applications for Grow Export 2020 Program will be accepted any time until December 13, 2019.

Personal Information

As the purpose of this program is to build an export culture of SMEs in the Atlantic Provinces, all program partners and participants will have access to your name, contact information and company profile to promote collaboration and growth.

As well, to assess the effectiveness and to improve the quality of services supporting international business development efforts in Atlantic Canada, data gathered during this program will be shared

among the following organizations: Atlantic Canada Opportunities Agency, Global Affairs Canada, the provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island.

Contact Information

For more information, contact your provincial representative.

PEI - Bonnie MacDonald, Trade Development Officer, Innovation PEI, 902-620-3508, bjmacdonald@gov.pe.ca

NL - Khizer Abbasi, Provincial Trade Commissioner, Government of Newfoundland and Labrador, 709-729-5680, khizerabbasi@gov.nl.ca

NB - Natujwa Maliondo, Business Development Associate, Opportunities New Brunswick, 506 470-9253, Natu.Maliondo@onbcanada.ca

NS - Jessica McCall, Export Development Executive, Nova Scotia Business Inc, 902-424-5448 jmccall@nsbi.ca