

Atlantic Trade and Investment Partnership

Opportunities for export growth continue to emerge in knowledge-based and value-added resource sectors in Atlantic Canada. The Sector Export Strategies initiative encourages the development of strategies and action plans to help businesses access international export opportunities.

This initiative is one of five components of the Atlantic Canada Opportunities Agency's Atlantic Trade and Investment Partnership (ATIP).

How does it work?

Under the Sector Export Strategies initiative, the Atlantic Canada Opportunities Agency (ACOA) works with industry associations and other stakeholders to develop and implement sector specific export strategies.

The initiative provides support through two key options:

- **Sector Export Strategy Development and Review:** the identification and assessment of export opportunities and the development of export development strategies based on proposals from industry associations and other organizations.
- **Strategy Implementation:** the implementation of trade development and promotion activities identified in the export strategies.

Who can apply?

The Sector Export Strategies initiative is open to industry associations, trade organizations and other not-for-profit groups with an export mandate. While primarily targeting the knowledge-based and value-added resource sectors, other high growth industry sectors may apply.

ACOA encourages proposals that have a pan-Atlantic focus. Provincial-based strategies identifying specific provincial priorities may also be considered.

What assistance is available?

ACOA will normally contribute up to 100% towards eligible costs for industry consultation, market research and export strategy development. Eligible costs include consultant expenses, company surveys, market research, and communications activities.

ACOA will normally contribute up to 75% of eligible costs associated with the implementation of the export strategies. Eligible costs include promotional materials, market studies, trade missions and training activities.

Questions?

To find out more about **ATIP** or the **Sector Export Strategies** 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

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



Atlantic Canada
Opportunities
Agency

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