



# The Canada-Atlantic Provinces Agreement on International Business Development (IBDA)



## Helping businesses export since 1994

The Canada-Atlantic Provinces Agreement on International Business Development (IBDA) strives to increase international business activities in Atlantic Canada by funding projects designed to help small and medium-sized companies explore, enter and succeed in international markets.

## Supporting the economy

Companies that export grow faster and create more and better paying jobs. In Atlantic Canada, every \$1 million in exports sustains eight to ten jobs.

The IBDA helps Atlantic Canada's companies explore markets near and far and successfully compete in the demanding global marketplace, which helps create a sustainable economy for the region.

## Working together

Through the IBDA, the federal and Atlantic provincial governments have built a successful partnership that enables the Atlantic region to pool resources and move forward with a coordinated strategic approach. This collaboration helps Atlantic Canadian businesses benefit from a wide variety of activities aimed at expanding international business opportunities.

Since 1994, because of the IBDA:

**\$35 million**

Invested in helping businesses succeed

**198**\*

Businesses have started exporting

**333**\*

Exporters have entered new markets

**459**\*

Exporters have increased their sales

**23**\*

International markets have been explored

\* As of March 31, 2011

For more information:  
[www.acoa-apeca.gc.ca/ibda](http://www.acoa-apeca.gc.ca/ibda)  
1-800-561-7862

# The IBDA at Work



## Acadian Seaplants, Dartmouth, NS

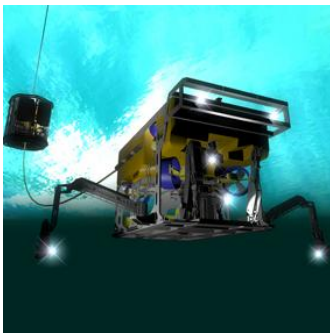
[www.acadianseaplants.com](http://www.acadianseaplants.com)

Acadian Seaplants Limited (ASL) is a global leader in cultivating and processing seaweed and seaweed-based products for food, nutraceutical, and agricultural use. ASL's innovative approach, developed right here in Atlantic Canada, has led to seaweed cultivation, marine plant extraction and product manufacturing processes that are unique in the world. As a result of its participation in IBDA-funded Incoming BioPartnering missions (2008, 2009, and 2010), Acadian Seaplants was able to secure several hundred thousand dollars' worth of contracts with Brazilian firms, which helped the company establish a presence in the Brazilian market.

## Fancy Pokket, Moncton, NB

[www.fancypokket.com](http://www.fancypokket.com)

Fancy Pokket Corporation has established itself as one of Atlantic Canada's leading manufacturers of pita bread, bagels, pizza crusts, Greek pita, flat bread, panini and tortilla wraps. During its participation in IBDA-funded missions to the Americas Food and Beverage show in 2006, and more recently to North and South Carolina, the company had the opportunity to set up contacts and gain a better understanding of the markets explored.



## GRI Simulations, St. John's, NL

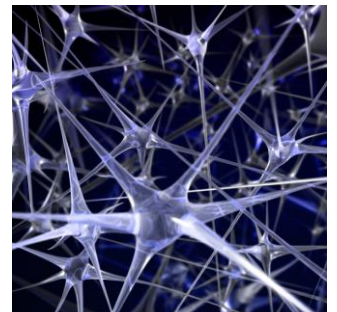
[www.grisim.com](http://www.grisim.com)

GRI Simulations is a Canadian company providing subsea simulation services for domestic and international customers. GRI supports subsea Remotely Operated Vehicle operations by providing simulation technology to enhance pilot training, mission planning and rehearsal for offshore construction and oil production, and sub rescue for the military. During its participation in several IBDA-funded missions in the field of Ocean Technology, GRI representatives met new contacts, who eventually became business partners.

## Neurodyn, Charlottetown, PEI

[www.neurodyn.ca](http://www.neurodyn.ca)

Neurodyn is a Canadian biotechnology company focused on the discovery of products for early detection and treatment of neurological diseases. Neurodyn's participation in the IBDA-funded missions to BIO 2007 and 2008, and in the 2009 and 2010 Incoming BioPartnering missions, events which aim to match foreign investors with local companies for mutual benefit, garnered contacts and major contracts for the company.



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