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# Atlantic Trade and Investment Growth Strategy

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## Recruitment Notice

Atlantic Canada Trade Mission to Europe

November 19 - 24, 2017

Germany, Netherlands, United Kingdom

### Activity

Opportunities NB, working jointly with ACOA and the other Atlantic provinces, is seeking Atlantic Canadian companies to attend the multi-sector Atlantic Canada EU fall trade mission in Düsseldorf (Germany), Rotterdam (The Netherlands), and London (United Kingdom) from November 19 – 24, 2017. This mission will offer business-to-business matchmaking with prospective business partners, country specific market briefings, mission preparation and follow-up support, and networking events. **Deadline to apply is October 6, 2017**

This project is being supported by the Atlantic Trade and Investment Growth Strategy, a partnership between the Government of Canada and the four Atlantic provincial governments.

### Background

As a follow-up for those who attended the EU trade mission in June and for other exporters interested in the EU, the mission will be based in Düsseldorf, Rotterdam, and London allowing delegates to travel within this region and will be centered upon individual matchmaking schedules. Interested companies are encouraged to participate in the full mission; however they may jump on/off as business opportunities require.

Adjacent to this mission are two important tradeshows that may be of interest: FI Europe in Frankfurt, and Medica in Düsseldorf. Although no official programming is offered for these two shows, they are being noted as added information for companies looking for added value to their trip abroad.

- *FI Europe* (November 28-30, Frankfurt) - The world's leading global food ingredients show. This show is an excellent venue to meet leading ingredients suppliers, review global product innovations, and develop your network. For more show info, please visit <http://www.figlobal.com/fieurope/>
- *Medica* (November 13-16, Düsseldorf) – The world's largest medical trade fair in the world. This show offers a variety of forums, conferences, and an exhibition hall attended by leading experts in business and medical research. For more show info, please visit <https://www.medica-tradefair.com/>

### Goals

The mission aims to showcase and promote the expertise and capabilities of Atlantic Canadian companies, and increase international business opportunities.

## Mission Features

- In-market country specific market and mission briefings.
- Matchmaker/consulting services, development of customized business itineraries.
- Market access to buyers, distributors/agents, technology partners, investment capital.
- Ground transportation services for pre-arranged business meetings and group events.
- Business networking events.

## Preliminary Mission Schedule

November 19:	Germany in-market briefing
November 19 - 21:	Düsseldorf/region matchmaking and networking event
November 22:	The Netherlands in-market briefing
November 22 - 23:	Rotterdam/region matchmaking and networking event
November 24:	London in-market matchmaking

Note: schedules will vary based on delegate travel and country participation.

## Fees

The fee for the mission is \$1,000 per company. Payment is required to secure participation.

Mail cheque payable to “Minister of Finance” to:

Aline Le Blanc, Export Development Executive

250 King Street

4th floor, Place 2000

Fredericton, NB

E3B 9M9

Note: All registration fees are non-refundable after October 13 and do not include travel, food, or lodging.

## Requirements

Companies will be pre-screened for eligibility and suitability and will be notified of their acceptance. As spaces are limited, there will be a maximum of 20 delegates selected from across Atlantic Canada.

Eligibility criteria will be based on:

- Experienced exporters and companies ready to export to these regions.
- “EU trade mission June” attendees looking to follow-up with leads and increase their contacts abroad.

## Registration

To apply for participation on this mission, please fill out the attached application form and return to Aline Le Blanc at [Aline.LebLANC@onbcanada.ca](mailto:Aline.LebLANC@onbcanada.ca) Tel: 506 238-5784

## Deadline to apply: October 6, 2017

*The Atlantic Trade and Investment Growth Strategy is a collaborative, pan-Atlantic approach which aims to help Atlantic businesses begin exporting, increase their export sales, expand to new markets, and create global partnerships. The Strategy was developed jointly by the governments of Canada, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.*