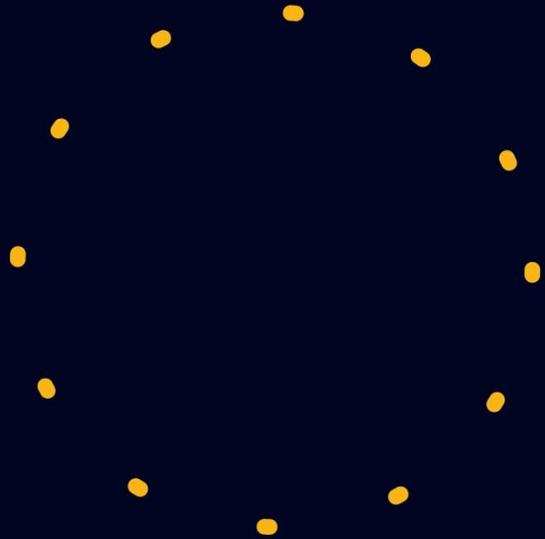
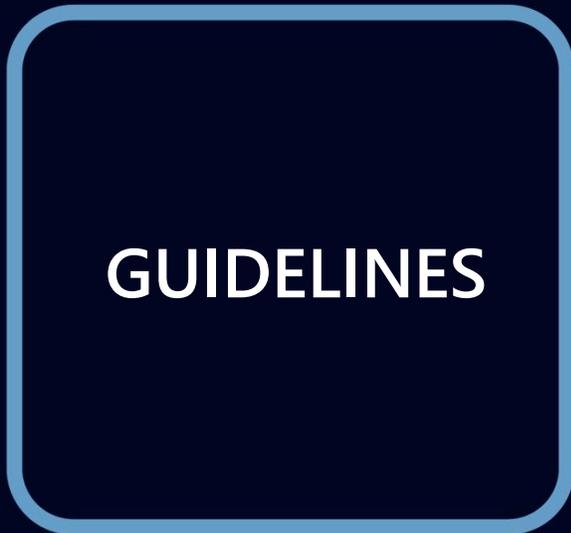




Europe Market Development Program



GUIDELINES

Europe Market Development Program

1. PROGRAM DESCRIPTION

The Europe Market Development Program (the “Program”) is an initiative of the Atlantic Trade and Investment Growth Strategy. The purpose of the Program is to expedite and scale export sales for Atlantic Canada companies in the European marketplace.

Atlantic Canada companies with export plans for Belgium, The Netherlands and/or Germany will be given priority during the initial intake of this Program (first 12 eligible companies). Applications for other European countries will be given equal consideration during future application intakes, scheduled to occur on a quarterly basis.

The Program is designed to provide experienced exporting companies with professionally guided entry or expansion into European markets.

Participating companies will have:

- access to an in-market business development consultant (General Consultant) to grow export sales and establish new business relationships. See Appendix A for the ranges of services available through this Program.
- access of up to three weeks of office space in identified locations.¹

2. ELIGIBLE APPLICANTS

To be eligible for the Program, the company must demonstrate that they:

- are a provincially or federally registered company in good standing and headquartered in Atlantic Canada;
- possess a fully-developed, exportable product and/or service that can be sold into the European market;
- are an experienced exporter seeking to create or expand their European footprint, meaning a move to new markets or increasing their total European sales volume;
- possess a proven record of annual sales growth;
- have the financial capacity to execute their strategy through third party financial statements;
- have senior management commitment and the human resource capacity to execute the strategy, including internal and external sales and marketing support who will lead implementation including expectations of travel to market;
- have the production and service capacity to meet projected demand;

¹ The Program will provide participating companies with access to a central, fixed shared office space at the Cambridge Innovation Centre in Rotterdam, Netherlands or access to a network of flexible shared office space across Europe, available on a first come, first serve basis. Availability and timing of access to office space in Europe will be subject to lifting of international travel restrictions

- have given consideration to their expected outcomes in the European market including anticipated sales growth;
- have an understanding of the competitive factors that may need to be addressed (e.g., competition, cultural competencies, import controls, intellectual property status, certifications, and regulatory, legal, taxation issues).

Companies not eligible for this Program include:

- Games of chance operations, bingo halls, small scale gaming operations
- Real estate developers
- Retailers, franchises, distributors, agents, or associations
- Creative industries companies²
- Publicly funded organizations

3. PROGRAM COMMITMENTS

a) **Human Resource Commitment**

Participating companies will be required to commit the appropriate personnel who will work collaboratively with the consultant, be willing to travel to Europe and spend time in-market.³

b) **Financial Commitment**

Participating companies will be required to pay a participation fee of \$4,750 CAD plus HST upon acceptance into the Program.

Participating companies will be required to commit the financial resources necessary to execute on their European market strategy.

c) **Reporting Commitment**

Participating companies will be required to report on progress/activities undertaken as per the agreed upon Statement of Work and will be asked to complete program evaluations on the overall service delivery for up to a year following the Program end date.

4. PROGRAM CRITERIA

Companies must demonstrate how participation in the Program is linked to their export planning for the European market and clearly articulate how the Program will help accelerate their sales in this market. The primary outcome of participation in the Program should be a substantial increase in export sales to Europe.

² Creative industries companies including music, written and published work, performing arts (touring), visual and applied arts (contemporary art, production craft, photography and fashion design) will generally not be considered for the Program. However, businesses in this sector that have a strong business case and can demonstrate that they are not well served by other programs may be considered under this Program. e.g., publisher seeking European expansion

³ The possibility of including a presence in Europe will be dependent of lifting of international travel restrictions

Applicants will be evaluated on:

- Strength of the company's export planning for the European market and the demonstrated willingness to implement;
- Clear articulation of how participation in the Program will help accelerate export sales in this market, and demonstrating a need not met by other export support programming offered by provincial and federal partners.

5. APPLICATION SUBMISSION DEADLINE

For the initial intake of this Program, applications must be submitted by **5:00 pm (Atlantic Standard Time) on July 10, 2020**. Space permitting, subsequent review of applications will take place at the end of September, 2020 and again in January 2021

6. APPLICATION PROCESS

Companies must complete and submit an online [Application Form](#).

Short-listed companies will be required to participate in a panel interview for final selection. The interview period will be scheduled upon short-list notification. Company's third party reviewed financial statements will also be required by the Program's relevant provincial representative, if requested, in advance of the interview. Notice to Reader statements are acceptable.

Following evaluation, approved companies will be extended a Europe Market Development Program Agreement (the "Agreement"). The Agreement must be accepted, signed and returned within fifteen (15) business days from the date of issue to be valid. The Atlantic Chamber of Commerce reserves the authority to remove a participating company from the Program if they are not compliant with the contractual agreement.

7. OTHER PERTINENT INFORMATION

a) Public Announcements and Disclosure of Information

Approved companies:

- May be required to participate in any public announcement or public ceremony relating to the company's acceptance into the Europe Market Development Program and related accomplishments, at a mutually agreeable time;
- Consent to the public release of project information including: company name, sector, region, and cohort median sales growth in the target market through participation in Europe Market Development Program;

- Consent to the sharing of information collected with other federal and provincial departments and agencies for the administration of the grants and contributions programs and the Market Expansion Program created by the Atlantic Trade and Investment Agreement and for such uses authorized herein.

b) Contact Information

For Program details or assistance completing the [Application Form](#), please contact your respective provincial or federal liaison listed below:

Prince Edward Island

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

Nova Scotia

Pamela Rudolph, Manager, Market Development
902-401-8918
prudolph@nsbi.ca

Newfoundland and Labrador

Khizer Abbasi, Provincial Trade Commissioner
(709) 729-5680
KhizerAbbasi@gov.nl.ca

New Brunswick

Kristen Olson, Export Development Executive
(506) 461-4918
Kristen.Olson@onbcanada.ca

Atlantic Canada Opportunities Agency

Alan Kinnie, Manager International Business Development
(506) 381-9340
Alan.Kinnie@canada.ca

Atlantic Chamber of Commerce Inc.

Glenn Davis, Europe Market Development Program Manager
(902) 292-0121
Glenn@atlanticchamber.ca

Appendix A

The General Consultant will provide each company with a maximum of 20 days of tailored professional business services (developing strategy and providing in-market support). This service includes:

- undertaking an initial Skype discussion (or other similar technology-enabled discussion) and follow-up as required with the company to identify specific export development needs for the European market;
- developing and providing a draft Statement of Work with Non-Disclosure Agreement for review, discussion and approval prior to its finalization;
- utilizing the Statement of Work to develop and provide a Strategic Market Workplan complete with implementation tactics, timelines and budget for review, discussion and approval prior to its finalization;
- Implementing the Strategic Market Workplan. This could include, but not be limited to undertaking the following tactics in cooperation with each company:
 - Researching the market opportunity for the company and developing a go-to-market strategy. This can include research on sector growth, key markets & clusters, trends, competitive environment, regulatory environment, logistics, channels, commercial models etc;
 - assisting the company with tailoring their product/service and value proposition for the European market to resonate with customers in that market;
 - engaging specialized 3rd party consultants and/or service providers as may be required and identified by the company in their Strategic Market Workplan;
 - identifying high-value, pre-qualified leads, and connecting the company with appropriate C-level (executive) decision makers and purchase influencers to support trade expansion efforts;
 - identifying and where possible introducing the company to the local network such as industry organizations, existing clusters, government support that could be beneficial to their export efforts;
 - working closely with the company to manage opportunities throughout the sales cycle;
 - participating in sales meetings with key influencers and pre-qualified leads to facilitate deal making (Not to be held without the participation, either in person or virtually of the company representative who is required to lead the sales meeting);
 - identifying key strategic networking events where the company can both exhibit their products/services and speak as subject matter experts;
 - attending events/conferences, as required, on behalf of the company to gather information for the company;
 - engaging with the company to determine their office/meeting space requirements while in-market and coordinate office/meeting space bookings with the Atlantic Canada Program Manager.