

Clean Growth – Government in Implementation Mode

The Trade Commissioner Service – Your Partner for Exports

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The TCS, a Comprehensive Network of International Trade Professionals

- The TCS consists of 900 trade professionals around the world.
- We have a national and international presence; hands-on knowledge of international markets; and a broad network of international business contacts.
- We are present in more than 161 cities worldwide delivering international business development services to Canadian firms.

The TCS Offers Four Core Services...

- **Market Potential Assessment:** Provide clients with information and intelligence that help them determine their level of opportunity in a particular market.
- **Preparation for International Markets:** Provides advice and information to clients who are trying to enter the international marketplace.
- **Problem Solving:** Provide clients with advice and assistance in understanding and resolving business, investment or other market-access problems.
- **Qualified Contacts:** Provide clients with short lists of qualified contacts, a referral to a qualified contact or detailed information on specific companies and organizations to help determine whether or not they should partner with a company.
-  EDC provides complementary financial services to those of the TCS.

Our Clients Leverage Our Programs to Help Them Export

CANEXPORT

- \$50 million program from the TCS in collaboration with the National Research Council Industrial Research Assistance Program (NRC-IRAP).
- Strategy for a new target market by cost-sharing a broad range of activities that aim to promote your international business development.
- Reimburses up to 50 percent of eligible expenses.

GOING GLOBAL INNOVATION (GGI)

- GGI enhances Canada's international innovation by supporting Canadian innovators' efforts to commercialize technology through the development of R&D partnerships with targeted partners in foreign markets.
- Contributes up to 75% of eligible expenses up to a maximum of \$75,000 for any approved project.
- Eligible beneficiaries are Canadian innovators from SMEs, universities, and non-government research centres.

CANADIAN INTERNATIONAL INNOVATION PROGRAM (CIIP)

- Supports collaborative industrial research and development projects with high potential for commercialization between Canada and partner countries.
- Contributes up to 50% of eligible expense up to a maximum of \$600,000 for any approved project. Eligible beneficiaries are Canadian SMES.

Budget 2017 Announced \$15M over 4 Years to Implement the Cleantech International Business Development Strategy

- The Government of Canada is providing more support for Canadian Cleantech companies to become global leaders, allowing them to grow, invest and expand.
- Canada's Federal Budget 2017 committed:
 - \$15M over 4 years to implement the Cleantech International Business Strategy.
 - \$700M to EDC for equity, working capital and project financing to support the growth of cleantech firms.
- Increased IBD support to cleantech companies.
- Cleantech Global campaign to build firm's awareness and understanding to access government programs and services.

The TCS is Well Positioned to Support Bio-technology Firms...

- We tap into our network to connect our clients to contacts (*customers, distributors, sources of finance or investment, technology partners and intermediaries*) who can help them materialize their IBD strategy, pursue international opportunities and resolve possible problems.
- We have privileged access to foreign governments, key business leaders including MNEs and decision-makers because we are part of Canada's network of embassies.
- The TCS increases a company's credibility in foreign markets and gains it access to market intelligence and insights to local opportunities not readily available to outside businesses.
- Our insights help companies perfect their international business strategy, assess their potential in foreign markets or make other key business decisions.
- Our programs help Canadian industrial biotech companies diversify internationally and be successful in the global marketplace.



Questions/Comments ?

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