

Export Development Program

Business Program/Agenda

Provide more detailed information on how this event will help the company to enter new markets. Ensure your explanation answers each of the questions below that are relevant for your tradeshow/mission.

- Provide a general description of your company and its activities.
- Provide a list of your company's exportable products and/or services.
- Based on the main purpose in attending this tradeshow, why was this event chosen vs other options in the same market?
- Which products are you promoting at this event?
- Which market(s) are you interested in reaching by attending this event? Please specify province, state, or country.
- Why have you chosen to focus on these market(s)?
- Please explain any research you might have done on this market that provided insights as to the opportunities and challenges (research could include reports, consultant, client feedback, etc.).
- Explain in detail how this event has the potential to increase your company's sales in a new export market or grow in an existing market?
- If you included a cost for market research and/or preparedness training, please identify:
 - Objective and the type of information of analysis sought.
 - Attach quote when submitting your application (if available)
 - Market Research (description): Fees associated with primary research, gathering of secondary research, developing market intelligence reports, data analysis, or other pertinent studies or collection of key information that will assist an exporter to successfully enter a market.
 - Preparedness Training (description): Registration fees associated with market development and/or export training activities such as information sessions, workshops, courses and/or webinars. Should be related to the project noted in the application and should be completed before the project's date.

Template last updated: September 17, 2024
Available in alternate formats upon request.

Business Plan:

(Use as much space as is required to address the relevant questions above)