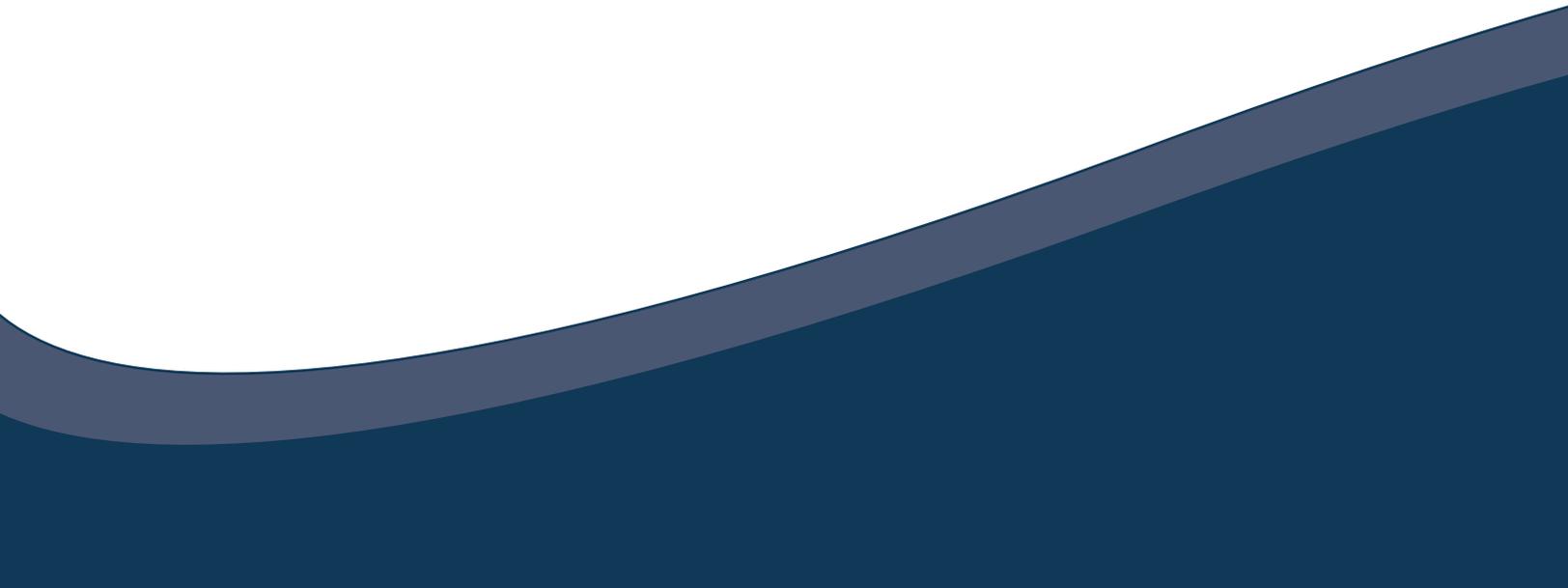
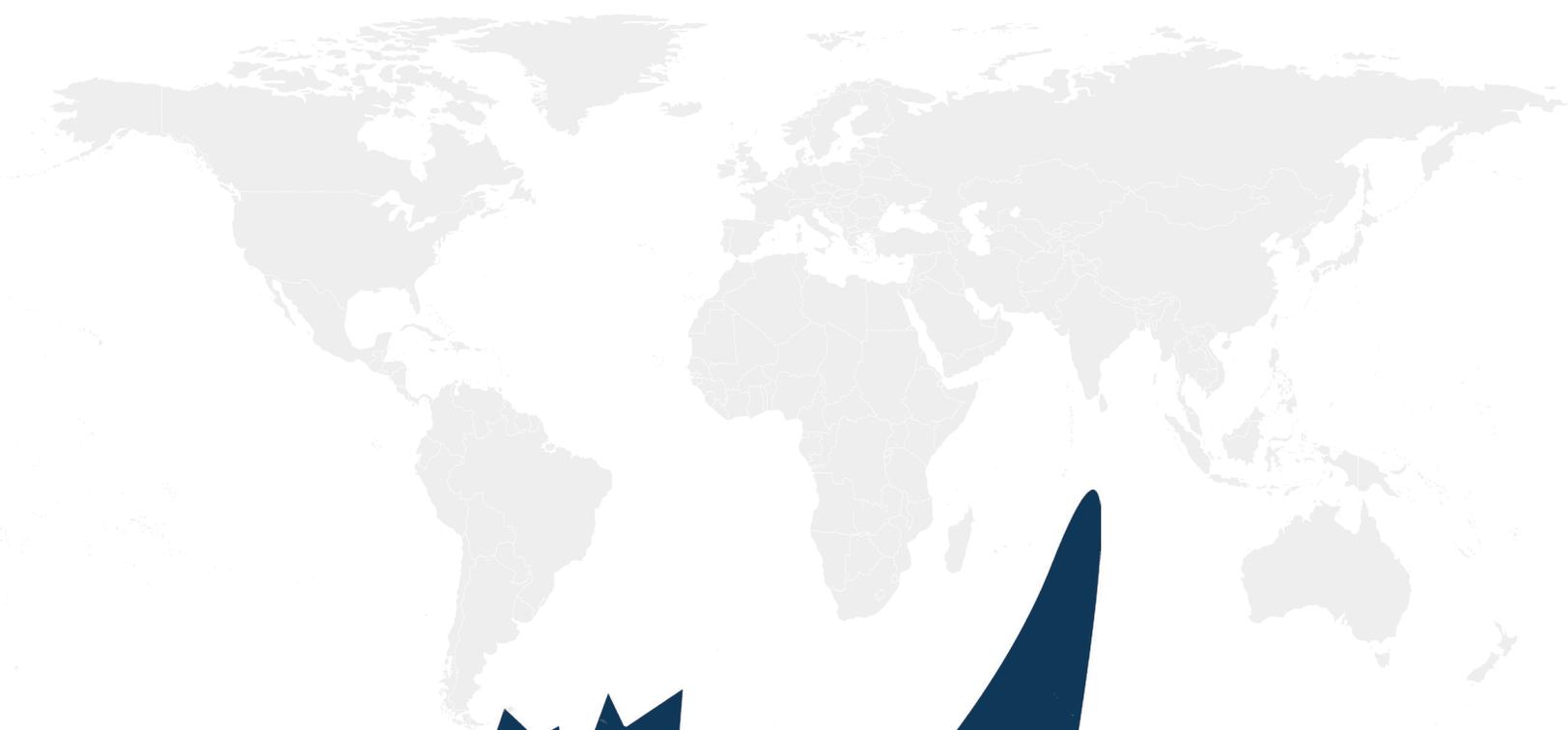


Central Alberta: Access Prosperity
International Business
Development Program



Let the Central Alberta spirit inspire you to take your business to the next level.





Central Alberta: Access Prosperity
**International Business
Development Program**



- Central Alberta: Access Prosperity helps you take your business to the next level with a new program designed to explore alternative and diversified markets.
- We will give you the contacts, expert advice, tools, and training you need to export your products or services.
- We will give you the opportunity to showcase your products or services alongside us at international trade shows.

**The Central Alberta spirit
inspires entrepreneurs to take their
businesses to the next level.**

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Did you know?

Alberta has been the 2nd largest provincial exporter in Canada since 2001.

Be part of the action -
your opportunity awaits!

You may be eligible for funding through the Government of Alberta's **Export Support Fund**, a program designed to ease the cost of exporting for eligible small and medium enterprises looking to enter new international markets.

Funding for this program is provided in part by



Central Alberta: Access Prosperity
**International Business
Development Program**



Program Background and Description

Over 95% of businesses in the Central Alberta region are classified as small businesses (having between 1 and 49 employees). Only a small percentage of these small and medium sized enterprises (SMEs) are exporting their products or doing business internationally. There is a need to grow these regional SMEs, which will in turn grow and diversify the Central Alberta economy.

Access Prosperity's International Business Development (IBD) Program is designed to guide SMEs that wish to diversify into international markets through formalized stages of assessment and customized assistance.

Access Prosperity focuses on transactional economic development and has the capacity to work directly with businesses in the Central Alberta region. We pride ourselves on providing access to technical partnerships, business opportunities, assistance programs, and business-to-business (B2B) connections. Our target clientele are SMEs in our region, specifically innovative growing companies who are increasingly looking to access new markets and / or advance current technology. Target international / emerging markets that align with the overall Alberta strategy include: Asia Pacific, Latin America, Caribbean, North America, Middle East, Africa, and Europe. Our target industries are energy, agriculture, transportation / logistics, and manufacturing. However, we have established ourselves to be accessible to any SME in our region who demonstrates a desire to grow and utilize our services, even if their goals lie outside our target markets or industries.

Program Goals and Outcomes

The broad outcome for the IBD program is the acceleration of SMEs into international markets. Each SME receiving support through the program will have a specific plan and progression relative to their unique goals.

SMEs engaged in the IBD program are expected to encounter the following outcomes:

- Access to class A leads (a class A lead is a potential, vetted contact who has already expressed an interest in a specific industry, product or service being offered by a regional SME)
- Formal understanding of target market regulations and requirements
- Opportunity identification
- Collaborative efforts of all participants on a trade mission
- Access to manufacturing / supplier resources
- Direct commercial sales
- Joint venture company alignments and opportunities
- Opportunity to reassess target market or strategy to deliver products and services internationally
- Identify supply chain needs and how to adapt technology for maximum market benefit
- Recognized as 'Export Ready' by Access Prosperity upon completion of the IBD program

Tap into international opportunities today:

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Program Structure

By accessing the International Business Development (IBD) program, SMEs will be guided by Access Prosperity through the four phases of the program:

Phase 1: SME Readiness Assessment

Interview SMEs

Assess and score; set specific milestones

- *Deficiencies in certification could preclude SMEs from bidding on contracts; relevant training and certification will be made available through the Community Futures Central Alberta BizStream Small Business Program.*

Phase 2: Exploratory Research

Research to match SME objectives to international markets that best optimize success

Based on exploratory research, develop a strategy to prepare for a specific target market.

Phase 3: International Business Participation Phase

At this stage, the SMEs will be adequately prepared to participate in an international mission alongside Access Prosperity representatives. Due to the flexible approach undertaken by Access Prosperity, specific activities embarked upon by each SME will vary; examples of major activities include:

- Targeted trade shows
- Trade show missions in conjunction with relevant industry events
- Inbound and outbound delegations
- Identification of possible international joint ventures or partner opportunities
- Business support and advice services
- Networking and strategic sessions

Maintaining this flexibility at all times is important to Access Prosperity, as it ensures we provide tailored services to each business we engage.

Phase 4: Assessment and Aftercare

Hold debriefing and documentation sessions to understand key learnings (market entry strategies; market, product, and service viability; resource requirements) and sourcing of additional connections. SMEs will be connected strategically to the appropriate support systems that can continue to best move them forward.

Some companies, at this point, will be re-injected into the program to explore a different market, target or goal.

This component will also include an evaluation process to measure the effectiveness of the IBD program.

Funding for this program is provided in part by the **Government of Alberta** AND  **Community Futures** Central Alberta



TOP 10 REASONS TO EXPORT



Market Access

Alberta is the only western province that offers overnight, or less than 24-hour delivery service to all of western Canada and the U.S. Pacific Northwest – a market of more than 15 million consumers.



Alberta has an impressive exporting track record

In 2014, Alberta goods were imported by 195 countries and were worth an estimated \$121.4 billion. The top five export markets (in order) were the United States, China, Japan, the European Union, and Mexico.



Exporting increases productivity – research shows

Canadian companies exporting abroad are more productive overall than those focusing solely on the domestic market. Canadian exporters tend to be larger, more efficient, produce more output, provide more jobs and pay higher salaries than their non-exporting counterparts.

Research by the Office of the Chief Economist, based on exporter profile data from Statistics Canada.



The global economy is rapidly growing and evolving – be part of it

- Canadian companies are among the most successful on the international stage.
- Canada's active and successful participation in the global economy impacts all Canadians.
- One fifth of all jobs in Canada are directly linked to international trade.



Selling internationally will hone your talent for innovation and create opportunities that can grow your business and take it to the next level



Expanding your trade area allows you to take advantage of your company's strengths and capabilities



Canadian Trade and Investment Agreements

- Agreements between Canada and trading partners present new opportunities for businesses.
- Canada has free-trade agreements with more than 40 countries.



Support for exporters is available through Alberta's International Offices

The Government of Alberta has international offices around the world that help Alberta companies develop important business relationships worldwide. The international offices also play a vital role in strengthening Alberta's presence around the world.

- Access Prosperity can fast-track and facilitate introductions to the appropriate Government of Alberta contact.



Exporting assistance is available from the Canadian Trade Commissioner Service

The Canadian Trade Commissioner Service helps Canadian companies and organizations succeed globally. The Canadian Trade Commissioner Service (TCS) has more than 120 years of experience helping Canadian companies succeed in foreign markets by promoting the economic interests of Canada in the global marketplace.

- Access Prosperity can fast-track and facilitate an introduction for your business to the appropriate Trade Commissioner.



Exporting is a useful tool for companies/businesses wanting to build up their business and test product feasibility in previously unexplored markets



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EASY EXPORTING

in Central Alberta



Alberta offers less than 24-hour delivery service to all of western Canada and the U.S. Pacific Northwest – a market of more than 15 million consumers.



Support for exporters is available through Alberta's International Offices.



Agreements between Canada and trading partners present new opportunities for businesses.

FOUR STEPS to exporting

1

Assess
Set Milestones
Make a Plan

2

Identify Target Market
Research
Develop a Strategy

3

Enter Target Market
Trade Shows
Trade Missions
Deliver Goods

4

Assess
Management Options
Finance Options

*Funding for this program is provided in part by the **Government of Alberta** and*



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