



EXPRESSION OF INTEREST

Premier Led Multi Sector Business Mission to New York
NYC, New York
October 15 – 20th, 2023

Mission & Market:

Innovation PEI on behalf of Premier Dennis King will lead a multi-sector trade mission to New York on October 15 – 20th, 2023, in support of trade, investment and tourism opportunities in this region. The mission will consist of a business program of pre-arranged meetings between participating PEI companies/organizations with New York based companies/organizations.

Mission schedule:

- Sunday, October 15th – Arrive in market / Mission briefing
- Monday, October 16th – Prearranged B2B meetings
- Tuesday, October 17th – Prearranged B2B meetings
- Wednesday, October 18th – Prearranged B2B meetings
- Thursday, October 19th – Prearranged B2B meetings/ PEI Tourism/Trade event at the Canadian Consulate office in NYC
- Friday, October 20th - Prearranged B2B meetings/ travel home

Focus sectors:

- Information and communications technologies
- Life sciences/ Bio
- Advanced Manufacturing
- Education
- Professional Services
- Agriculture and processed foods
- Fish and seafood

Mission features:

- Matchmaker/consulting services, development of customized business itineraries.
- Market access to buyers, distributors/agents, technology partners, investment capital, labour.
- Ground transportation services to and from all meetings.
- Business networking.
- Travel cost support on economy airfare, accommodations and meals (40% by Innovation PEI).

Conditions for Participation:

Prince Edward Island companies must have the expertise and capacity to provide needed services and/or goods in the specific fields outlined. Companies must demonstrate that the products and/or services you seek to promote through the

mission will result in significant economic benefit for Prince Edward Island (i.e. increased production, employment creation, technology transfer, increased research and development activity, etc.). Having a mailing address or being registered in Canada, and/or being listed on the Canadian stock exchange, does not immediately qualify a company to participate in this business mission.

If we are uncertain as to the economic benefit for Canada/Prince Edward Island of the company's activities, supplemental information may be requested to assess the company's suitability for participation.

Registration:

Registration Fee: \$500

Registration Deadline: September 1, 2023

Complete the **Registration Forms** (attached separately from this notice)

Innovation PEI reserve the right to limit registration to those companies that meet the sector-based objectives of this mission.

A minimum number of registered companies will be required in order for this mission to proceed. Early registration will maximize the time available to arrange appropriate business-to-business meetings.

For more information on this Business Mission, please contact:

Bonnie MacDonald, Innovation PEI at bjmacdonald@gov.pe.ca or (902) 394 -5006

Company Objectives and Profile:

Complete the **Company Objectives and Profile Form** (attached separately from this notice) with sufficient information so we may better understand your objectives for this mission and be able to help you achieve them. Your information will be used to arrange business-to-business meetings.

Business-to-business meetings: Meetings will be arranged on a per company basis, and not on an individual basis. In order for us to identify and set up meetings with the appropriate local business partners, please provide as much information as possible on your company's objectives and profile form.

We will not begin arranging your business meetings until we have received a completed registration package.

Transportation:

It is your responsibility to make your own travel arrangements, including all air and ground transportation to and from the airport (unless otherwise noted in the business program). Please make sure to purchase cancellation insurance and/or a refundable ticket, in the event that the dates of the mission change.

Accommodation:

Hotel(s) will be selected on the basis of ground transportation logistics, efficiency and value for money. Typically, (unless otherwise noted) Innovation PEI will establish a room block at selected hotel(s) and it will be the responsibility of each delegate to book their reservations under the room block as per instructions and contact information provided. An email confirming the hotel(s) will be sent to you at a later date.

Travel Considerations:

The Government of Canada's official travel advice (www.travel.gc.ca) includes essential information on safety and security, local laws and customs, entry requirements, health conditions and other important travel issues, including important

travel health information under the Health tab. Sign up for the Registration of Canadians Abroad service before leaving Canada, so we can contact and assist you in case of an emergency abroad or inform you about an emergency at home. If you need consular assistance, while abroad, your first point of contact should be the closest Canadian government office. Contact information can be found in the Assistance tab. The Emergency Watch and Response Centre in Ottawa can be reached 24 hours a day, 7 days a week at 613-996-8885 (collect calls accepted) or by email at sos@international.gc.ca.

Health & Safety:

It is strongly recommended that you consult your family physician prior to travelling to determine health risks and necessary vaccinations (if appropriate), especially if you have a medical condition. All inoculations should be up-to-date prior to travel. For additional travel health information, please consult the Public Health Agency website at www.publichealth.gc.ca. It is your responsibility to cover any health-related costs incurred prior to and during the mission. For recent travel reports, consult the Government of Canada's travel website at www.travel.gc.ca.