**EXPRESSION OF INTEREST**

**Atlantic Canada Trade Mission to Singapore, Malaysia and Vietnam**

**February 19-27, 2025**

Building on Canada’s growing engagement in the Indo-Pacific region, the Atlantic Trade and Investment Markets Team is seeking interest from export-ready companies for participation in an in-markettrade mission program proposed for February 19-27, 2025, in Singapore, Malaysia and Vietnam**.**

**Eligible Companies**

It is anticipated that the trade mission will have capacity to accommodate up to 10 export-ready Atlantic Canadian companies, including those led by business owners who are members of historically underrepresented groups.

**Proposed Priority Mission Sectors**

* Agri-food & Food
  + - * Clean Technology
      * Energy Transitions & Energy Security
      * ICT
      * Life/Bio Sciences
      * Ocean Tech & Blue Economy

**Proposed Mission Features**

* Business to Business Matchmaking
* Attendance at the Canada-in-Asia Conference 2025 in Singapore for the conference relevant sectors <https://www.canada-in-asia.ca/>
* Participation in business networking opportunities/roundtable discussions
* Participation in pre-mission webinars and in-market briefings
  + - * Participation in site tours
      * Access to the Canadian Trade Commissioner Service in-market
* Ground transportation will be provided, if required, for group activities in-market

**Proposed Mission In-Market Programming Dates**

*Singapore*

* Tuesday, February 18 – Delegation arrives in Singapore
* Wednesday, February 19 – In-market briefings and site tours, Canada-in-Asia 2025 Conference opening reception.
* Thursday and Friday, February 20 – 21 - Canada-in-Asia Conference 2025, and B2B meetings

*Malaysia*

* Saturday, February 22 – Travel to Malaysia
* Sunday, February 23 – In-market briefings and site tours
* Monday, February 24 - B2B Meetings
* Tuesday, February 25 – B2B meetings, round table discussions (AM) and travel to Vietnam (PM)

*Vietnam*

* Wednesday, February 26- Market Briefing and B2B meetings
* Thursday, February 27 – B2B Meetings and Roundtable Discussions
* Friday, February 28 – Return to Canada

In-market partners could include Trade Commissioners Service, sector associations, Canadian Chambers of Commerce, Canada-ASEAN Business Council, Asia Pacific Foundation of Canada, EDC, etc.

**Proposed Participation Fee**

The participation fee for this trade mission isanticipated to be$1,000 + HST (Canadian) per company which will provide an opportunity for a maximum of 5 B2B meetings/roundtable discussions in each market. Payment would be required upon companies’ formal acceptance into the trade mission prior to engagement of B2B matchmaking services.

**Anticipated Company Selection Criteria**

Companies submitting expressions of interest to participate in the trade mission should demonstrate that they:

* have experience as an exporter
* have a commercialized product or service or one close to being commercialized.
* have a realistic and credible international business plan and
* have allocated resources (human, material, time, and financial) toward internationalization

**Anticipated Travel Information and Expenses**

* Programming and travel details (such as in-country transportation options and hotel block bookings) would be shared with confirmed participants
* Participants would be responsible for organizing their own accommodation, air travel and ground transportation to and from airports
* Participants would be responsible for covering **all** travel costs and meals not included in the program.

**Expression of Interest Deadline**

Please submit your expression of interest by 5:00 pm on Monday, September 30, 2024, to one of the provincial or federal representatives below. In your email please

* use “Atlantic Canada Trade Mission to Singapore, Malaysia and Vietnam” as the title of your email message
* provide a summary of how your company meets the anticipated selection criteria and
* identify the markets in which you would like to participate

***Should interest be deemed sufficient to host the trade mission and upon project funding approval, companies meeting the anticipated selection criteria will be invited by the mission’s project proponent to submit a full application.***

If you have any questions, please feel free to reach out to one of the provincial or federal trade representatives below.

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**Market Entry Development Program**

Interested in being better prepared to enter the market? If so, learn about what Atlantic Canada companies are saying about Atlantic Canada’s Market Entry Development Program and its benefits. <https://www.atlanticchamber.ca/marketdevelopment>

*Upon demonstration of mission interest, financial support for this trade mission will be sought from the Atlantic Trade and Investment Growth Agreement, a partnership between the Government of Canada and the governments of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.*