

Recruitment Interest for Upcoming Mission

Opportunities New Brunswick, through the Atlantic Trade and Investment Growth Strategy partnership, is currently seeking companies interested in participating on a multi-sector new exporter mission to Boston, Massachusetts to be held **February 25 – March 1, 2018**.

If you are a company or service provider considering exporting to the United States and your firm is just beginning to export or looking at the U.S. market for the first time, this mission is for you. The dates of this mission will overlap the New England Food Show, the premier event for the food service industry in the Northeastern United States.

This mission will feature a program of pre-mission meetings to help prepare participants for engaging in this mission. Working collaboratively with the Canadian Consulate in Boston you will also engage with other in market support organizations such as the New England Canada Business Council and Canadian Entrepreneurs in New England.

Multi-sector mission benefits will include:

- Pre-mission learning sessions focused on how to prepare for the mission, elements required for planning, what to expect in market and follow up on international sales opportunities;
- Selected meetings with Canadian government and business organizations in the New England market such as Canadian Consulate in Boston, Canada New England Business Council, Canadian Entrepreneurs New England, Coalition of New England Companies for Trade (CONNECT), and others;
- Opportunities for companies to visit sector specific sites of interest including business incubation centers, accelerators, start-up zones, research centers, educational partners, advanced manufacturing centers and more;
- Education sessions in market on a range of issues related to doing business in the U.S. including: Canadian Consular services, intellectual property protection, setting up U.S. entities, sales strategies for the Boston market
- For companies ready to sell, business to business meetings with potential sales leads that align with your company objectives
- Post-mission follow up with the matchmaker to assist with any additional support arising from B2B meetings

The cost to participate in this mission is **\$500.00**. Opportunities New Brunswick, in partnership with ATIGS will also cover 75% of the costs of travel and accommodations for one participant per company.

If this sounds like the opportunity your company is looking for, please let us know by sending your expression of interest by **January 8, 2018** to:

Irenia Roussel

Export Development Executive

Opportunities NB

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Companies will be notified of their eligibility status after **January 15, 2018**.

The Atlantic Trade and Investment Growth Strategy (ATIGS) is a collaborative, pan-Atlantic approach which aims to help Atlantic businesses begin exporting, increase their export sales, expand to new markets, and create global partnerships. The Strategy was developed jointly by the governments of Canada, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.