The IBDA Invests in Five New Projects to Help Develop Atlantic Exporters

SIAL International Food Show 2003
SIAL International Food Show will be held April 2-4, 2003 in Montreal. It is a biennial exhibition for professionals in the food sector, expecting some 15,000 visitors and more than 850 exhibitors. Recruitment is currently underway of up to 25 Atlantic companies to attend the event. A small contingency of non-exporters from Atlantic Canada will also attend the trade show as part of an educational program. A training session will be held in each province prior to the event. In addition to exhibiting their products, companies will also have access to a matchmaker to set up meetings prior to and during the show. For more information, contact Ray Foote, Nova Scotia Department of Agriculture and Fisheries, at (902) 893-6382 or by e-mail at footer@gov.ns.ca or visit the event web site at: http://www.sialmontreal.com.

BAU 2003 - The Atlantic Canada Building Products Team is organizing a mission to BAU 2003 in Munich, Germany, January 11-20, 2003. BAU is the leading international trade fair, trendsetter and economic barometer for the entire building materials industry in Germany. Six Atlantic companies (all experienced exporters) in the manufactured housing and building products sector have expressed interest in attending the event. This activity will include a pre-mission training session on “How to export to the German Market”, a 50m² exhibition booth at the trade show, on-site matchmaking services and a networking reception. For more information on this project, contact Gail LeGresley, Business New Brunswick, at (506) 453-8747 or by e-mail at gail.legresley@gnb.ca.

Plan Expo 2002
Eight Atlantic companies will be attending this trade show in Dublin, Ireland, November 5-11, 2002. The international event will cover what’s new in architecture, building materials, building services, labor savings and techniques and innovation. In addition to exhibiting their products, the participants will have the opportunity to attend workshops covering topics such as new products and innovative processes, construction waste and recycling and insurance health and safety. Matchmaking services will be available by the Canadian Embassy in Dublin. For more information, contact Gail LeGresley, Business New Brunswick, at (506) 453-8747 or by e-mail: gail.legresley@gnb.ca

East Coast Music Awards 2003
The ECMA is a four-day conference and awards show to be held February 13-16, 2003 in Halifax. This event celebrates Atlantic Canadian contributions to music and offers East Coast musicians an opportunity to showcase their talent to key people in the music business. The IBDA is supporting the International Program which will include 20 delegates from the U.S. and Europe who will be on-hand to educate performers and managers on the steps that they need to take to make themselves export-ready. One-on-one meetings will also be arranged between the international delegates and managers of East coast artists. For more information, contact Steve Horne, East Coast Music Association, at 902-892-9040 or by e-mail at shorne@ecma.ca.

WIN Export Database
The WIN Exports database is a commercially confidential database of Canadian exporters and is used as the main search tool by Trade Commissioner/Commercial Officers abroad. IBDA funding will cover the cost of updating the data records of companies from Atlantic Canada. For more information, contact Marilyn Denton, Department of Foreign Affairs and International Trade, at (613) 944-0301 or by e-mail at marilyn.denton@dfait-maeci.gc.ca.
Do You Have an Export Development Project?

The International Business Development Agreement is designed to promote export development activities in Atlantic Canada. The Agreement does this by helping to fund export-related projects that involve companies from all four Atlantic provinces.

You should discuss your project with a provincial or federal IBDA representative before you apply so they can help you prepare your proposal.

You must formally submit your final proposal at least three weeks before an IBDA meeting in order for it to be evaluated by the IBDA Management Committee at that meeting. An application form is available online at: www.acoa-apeca.gc.ca/ibda.

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<tr>
<th>Deadline for Proposals</th>
<th>IBDA Meeting Date &amp; Location</th>
<th>Principal IBDA Contacts</th>
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<tr>
<td>November 13</td>
<td>December 4-5, 2002 Halifax, NS</td>
<td>Nova Scotia:</td>
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<td></td>
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<td>Jim Simpson - (902) 424-3971 Nova Scotia Business Inc.</td>
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<td>December 26</td>
<td>January 16, 2002 Conference call</td>
<td>New Brunswick:</td>
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<td>January 23</td>
<td>February 13, 2003 Conference call</td>
<td>Newfoundland and Labrador:</td>
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<td>February 18</td>
<td>March 11-12, 2003 New Brunswick</td>
<td>Linda Spurrell - (709) 729-7483 Department of Industry, Trade and Rural Development</td>
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<tr>
<td>April 3</td>
<td>April 24, 2003 Conference call</td>
<td>Prince Edward Island:</td>
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<td>Valerie Bruce - (902) 368-6311 PEI Business Development Inc.</td>
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<td>(IBDA meeting dates are subject to change.)</td>
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<td>Government of Canada:</td>
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<td>Serge Langis - (506) 851-6240 Atlantic Canada Opportunities Agency</td>
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Comings and goings...

Welcome to the newest members of the IBDA Secretariat and Management team:

- Linda Spurrell replaces Paul Morris as the IBDA Management Committee member from Newfoundland & Labrador’s Dept. of Industry, Trade and Rural Development.
- The IBDA Communications Sub-committee welcomes Gilles Allain and Paul Moore (both communications officers at ACOA), Julie Whitlock from the Province of PEI, and Tracy Kenney from the Province of Newfoundland and Labrador. Gilles is the new chair of this committee.

Learn more about the IBDA...

Members of the IBDA Management Committee are available to attend your pan-Atlantic industry sector group meeting to discuss the IBDA funding guidelines and provide feedback on potential projects. Contact Andrée Arseneault at (506) 851-2092 or aarsenea@acoa-apeca.gc.ca for more information.
Profile:

The Atlantic Canada Bio-Industries Alliance (ACBA) is dedicated to growing international awareness of the biotechnology industry in Atlantic Canada through trade, investment and industry development activities.

The core ACBA members include the four life sciences/bio-science lead agencies in Atlantic Canada: BioNova (Nova Scotia), BioAtlantech (New Brunswick), BioEast (Newfoundland and Labrador) and Prince Edward Island Business Development Inc (Prince Edward Island).

The mandate of the Alliance is to increase awareness of Atlantic Canada’s biotechnology capabilities – both nationally and internationally – and to attract biotechnology investments to our region. The Alliance also helps Atlantic Canadian biotechnology companies to:

- identify and develop strategic partners
- diversify their markets
- increase the overall value of their exports
- begin exporting

ACBA recently hosted the Atlantic Canada pavillion at the annual BIO 2002 International Conference & Exhibition – the world’s largest biotechnology event ever – held June 9-12, 2002 in Toronto.

For more information on ACBA, contact:
- Gailene Murphy at PEI Business Development, www.peibusinessdevelopment.com

UPCOMING EVENTS . . .

Atlantic Craft Trade Show 2003 (Halifax, February 1-3, 2003) – U.S. buyers and key staff from the Canadian Consulate in Boston will speak at breakfast seminar about the benefits of exporting and doing business in New England. The buyers will also visit the exhibitors’ booths during the trade show, and attend one-on-one meetings with export-ready exhibitors.

Sector / Trade Officer Workshop (Fredericton, November 26-28, 2002) – Federal and provincial trade and sector officers from across Atlantic Canada will meet at the Fredericton Inn to discuss joint projects for the nine priority sectors of the IBDA. Register before Nov. 6 by contacting Carolyn O’Keefe at (506) 851-2946 or by e-mail at cokeefe@acoa-apeca.gc.ca.

Exporting/Importing Info Session (Charlottetown, Nov. 13) – US Customs and CCRA will explain the export/import process between Canada and the United States. Contact Sheila Corcoran at (902) 566-7407 or scorcora@acoa-apeca.gc.ca.

International Business Development in Atlantic Canada is published by the Canada/Atlantic Provinces COOPERATION Agreement on International Business Development (IBDA) in an effort to raise awareness among trade and sector officers of opportunities and activities under the IBDA. The newsletter is published every two months. To add your name to our distribution list or to update your subscription information, please contact the IBDA Secretariat at 1-800-561-7862 ext. 6658.