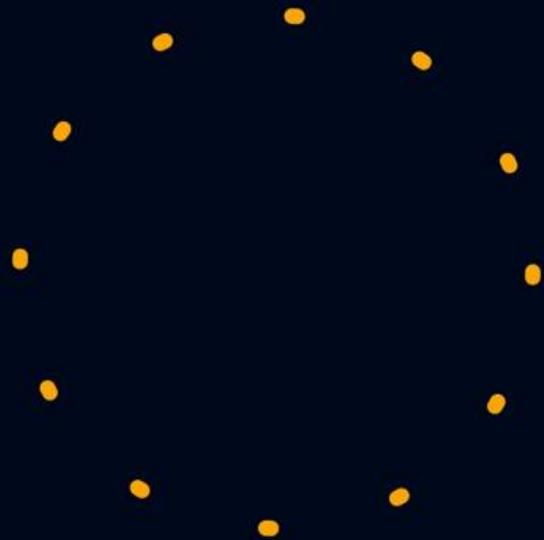


ME → Market Entry Development Program



GUIDELINES



Market Entry Development Program GUIDELINES

1. PROGRAM DESCRIPTION

The Market Entry Development Program (the “MEDP”) is an initiative of the Atlantic Trade and Investment Growth Strategy. The purpose of the MEDP is to assist Atlantic Canada companies expedite and scale export sales in international marketplaces with the support and professional guidance provided by the firm OCO Global.

Participating companies will receive:

- access to an in-market business development consultant for up to 20 days to grow export sales and establish new business relationships. See [Appendix A](#) for the ranges of services available through the MEDP.

2. ELIGIBLE APPLICANTS

To be eligible for the MEDP, the company must demonstrate that they:

- are a provincially or federally registered company in good standing and headquartered in Atlantic Canada;
- possess a fully-developed, exportable product and/or service that can be sold into European and Asian markets;
- are interested in creating or expanding their international footprint, meaning a move to new markets or increasing their total sales volume in Europe or Asia;
- possess a proven record or strong potential of revenue growth;
- demonstrate the financial capacity to execute their strategy and support potential in-market activities;
- have senior management commitment and the human resource capacity to execute the strategy, including internal and external sales and marketing support who will lead implementation including the potential of travel to market;
- have the production and service capacity to meet projected increases in demand;
- have given consideration to their expected outcomes in international markets including anticipated sales growth;

- have an understanding of factors that may need to be addressed (e.g., competition, cultural competencies, import controls, intellectual property status, certifications, and regulatory, legal, taxation issues).

Companies not eligible for the EMDP include:

- Games of chance operations, bingo halls, small scale gaming operations
- Real estate developers
- Retailers, franchises, distributors, agents, or associations
- Creative industries companies¹
- Publicly funded organizations

3. PROGRAM COMMITMENTS

a) **Human Resource Commitment**

Participating companies will be required to commit the appropriate personnel who will work collaboratively with the consultant, **participate regularly in virtual development and sales meetings**, and be willing to travel and spend time in-market.

b) **Financial Commitment**

Upon acceptance into the MEDP and approval of a statement of work, participating companies will be required to sign a contract and pay a participation fee of \$4,750 CAD plus HST.

In addition, participating companies will be required to commit the financial resources necessary to execute on their market strategy, as agreed to between the company and the MEDP.

c) **Reporting Commitment**

Participating companies will be required to report on progress/activities undertaken as per the agreed upon Statement of Work and may be asked to complete mandatory MEDP evaluations on the overall service delivery for up to a year following the MEDP end date.

¹ Creative industries companies including music, written and published work, performing arts (touring), visual and applied arts (contemporary art, production craft, photography and fashion design) will generally not be considered for the EMDP. However, businesses in this sector that have a strong business case and can demonstrate that they are not well served by other programs may be considered under the EMDP. e.g., publisher seeking European expansion

4. MEDP ACCEPTANCE CRITERIA

Companies must demonstrate how participation in the MEDP is linked to their export planning and goals and clearly articulate how they anticipate the MEDP will help accelerate their sales in this market. The primary objective of participation in the MEDP should be a substantial increase in export sales to Europe or Asia.

Applicants will be evaluated on:

- Strength of the company's export planning for international markets and the demonstrated willingness to implement;
- Clear articulation of how participation in the MEDP will help accelerate export sales in this market, and demonstrating a need not met by other export support programming offered by provincial and federal partners.

5. APPLICATION PROCESS

To begin the on-boarding process companies must complete and submit an online [Application Form](#).

MEDP applications will be accepted on a continuous basis until the annual program capacity is reached.

Companies whose applications meet the MEDP criteria will be required to participate in a panel interview for final approval. An interview will be scheduled upon review of applications. Company's third party reviewed financial statements may also be required by the MEDP's relevant provincial representative, if requested, in advance of the interview. Notice to Reader statements are acceptable.

Following evaluation, approved companies will meet with the trade consultant to develop a mutually agreed upon Statement of Work (SOW). The SOW provides a general description of services to be provided and projected time allocation of consulting days. Upon approval of the SOW, applicants will be extended an MEDP Agreement (the "Agreement"). The Agreement must be accepted, signed and returned within fifteen (15) business days from the date of issue to be valid. The Atlantic Chamber of Commerce reserves the authority to remove a participating company from the MEDP if they are not compliant with the contractual agreement.

6. OTHER PERTINENT INFORMATION

- a) **Public Announcements and Disclosure of Information**

Approved companies:

- May be required to participate in any public announcement or public ceremony relating to the company's acceptance into the MEDP and related accomplishments, at a mutually agreeable time;
- Consent to the public release of project information including: company name, sector, region, and cohort median sales growth in the target market through participation in the MEDP;
- Consent to the sharing of information collected with other federal and provincial departments and agencies for the administration of the grants and contributions programs and programs created by the Atlantic Trade and Investment Agreement and for such uses authorized herein.

b) Contact Information

For MEDP details or assistance completing the [Application Form](#), please contact your respective provincial or federal liaison listed below:

Prince Edward Island

Bonnie MacDonald, Trade Development Officer (Europe)
(902) 620-3508
bjmacdonald@gov.pe.ca

Lannia Pan MacAleer, Trade Development Officer (Asia)
(902) 368-6208
lpmacaleer@gov.pe.ca

Nova Scotia

Pamela Rudolph, Manager, Market Development
902-401-8918
prudolph@nsbi.ca

Newfoundland and Labrador

Kevin Pomroy, Provincial Trade Commissioner
(709) 729-1946
kevinpomroy@gov.nl.ca

New Brunswick

Barry Pope, Export Development Executive (Europe)
(506) 474-3742
Barry.Pope@onbcanada.ca

Alexa Power, Team Lead – Export Development (Asia)

(506) 476-7345

Alexa.power@onbcanada.ca

Atlantic Canada Opportunities Agency

Alan Kinnie, Manager International Business Development

(506) 381-9340

Alan.Kinnie@canada.ca

Atlantic Chamber of Commerce Inc.

Glenn Davis, VP Export Programs

(902) 292-0121

Glenn@atlanticchamber.ca

Appendix A

The General Consultant will provide each company with a maximum of 20 days of tailored professional business services (developing strategy and providing in-market support). This service includes:

- undertaking an initial online discussion and follow-up as required with the company to identify specific export development needs for the European market;
- developing and providing a draft Statement of Work with Non-Disclosure Agreement for review, discussion and approval prior to its finalization;
- utilizing the Statement of Work to develop and provide a Strategic Market Workplan complete with implementation tactics, timelines and budget for review, discussion and approval prior to its finalization;
- Implementing the Strategic Market Workplan. This could include, but not be limited to undertaking the following tactics in cooperation with each company:
 - Researching market opportunities for the company and developing a go-to-market strategy. This can include research on sector growth, key markets & clusters, trends, competitive environment, regulatory environment, logistics, channels, commercial models, etc.;
 - assisting the company with tailoring their product/service and value proposition for the European market to resonate with customers in that market;
 - engaging specialized 3rd party consultants and/or service providers as may be required and identified by the company in their Strategic Market Workplan;
 - identifying high-value, pre-qualified leads, and connecting the company with appropriate C-level (executive) decision makers and purchase influencers to support trade expansion efforts;
 - identifying and where possible introducing the company to the local network such as industry organizations, existing clusters, government support that could be beneficial to their export efforts;
 - working closely with the company to manage opportunities during the initial sales cycle;
 - participating in sales meetings with key influencers and pre-qualified leads to facilitate deal making (Not to be held without the participation, either in person or virtually of the company representative who is required to lead the sales meeting);
 - identifying key strategic networking events where the company can both exhibit their products/services and speak as subject matter experts;
 - attending events/conferences, as required, on behalf of the company to gather information for the company;
 - engaging with the company to determine their office/meeting space requirements while in-market and coordinate office/meeting space bookings with the Atlantic Canada Program Manager.