

Atlantic Trade and Investment Growth Strategy (ATIGS)

Recruitment Notice Multi-Sector Atlantic Canada Trade Mission South Korea and Japan September 14 – 21, 2025

The Department of Industry Energy and Technology (IET) of the Government of Newfoundland and Labrador, working jointly with the Atlantic Trade and Investment Growth Strategy (ATIGS)* Markets Team, is seeking up to fifteen export-ready companies from across the following sectors for participation in an Atlantic Canada Trade Mission to Seoul, South Korea, and Tokyo and Osaka, Japan from September 14-21, 2025.

- Aerospace and Defence
- Agri-food & Food (Including Seafood)
- Bio/Life Sciences
- Clean Technology
- Energy
- ICT
- Ocean Technology

Mission Features

- Pre-arranged, qualified Business to Business meetings
- Attendance at **Atlantic Canada Day at Expo 2025 in Osaka, Japan**
- 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
- Group ground transportation.

Proposed Mission In-Market Programming Dates

Seoul, South Korea

- Sunday, September 14 – in-market presentation/ /site tour
- Monday, September 15 – B2B's/roundtable discussions/reception

Tokyo, Japan

- Tuesday, September 16 – In-market presentation/site tour/roundtable discussions
- Wednesday, September 17 – B2Bs/lunch reception travel to Osaka

Osaka, Japan

- Thursday, September 18 – in-market presentation/B2Bs/roundtable discussion
- Friday, September 19 – Atlantic Canada Day and reception at Expo 2025
- Saturday, September 20-21 – Attendance at Expo 2025 (Business intelligence gathering)

Companies can choose to participate in the entire mission, visiting all three markets, or they can select only those markets they wish to participate in.

The fee for companies to participate is \$1,000.00/company



Travel information and expenses not included in the participation fee:

- Programming and travel details (such as in-country transportation options and hotel block bookings) will be shared with confirmed participants.
- Participants are responsible for organizing and paying for their accommodations, air travel, and ground transportation to and from airports.
- Participants are responsible for covering **all** travel costs and meals not included in the program.
- Participants are responsible for obtaining travel visas if required.

OPTIONAL – Market Entry Development Program (MEDP):

Companies are also encouraged to participate in either the 10- or 20-day Market Entry Development Program (MEDP) in preparation for market entry and/or follow-up to the mission. Companies interested in participating in the MEDP will be required to request acceptance into the program through the [Atlantic Chamber of Commerce \(ACC\)](#). Fees associated with participation in the MEDP (\$2,500 + HST for the 20 day OR \$1,250 + HST for the 10 day) will be over and above the costs to participate in the trade mission and will be payable to the ACC.

To participate in the Multi-Sector Atlantic Canada Trade Mission to South Korea and Japan please contact:

Laurel Veitch, Provincial Trade Commissioner

- Department of Industry, Energy and Technology, Government of Newfoundland and Labrador
- laurelveitch@gov.nl.ca
- 709-729-8055

Due to limited availability, applicants will be assessed on their export readiness. The deadline to apply is May 30, 2025. Applications will be shared with the provincial and federal trade representatives for final selection.

If you have any questions, please reach out to one of the trade representatives below:

Lannia Pan MacAleer, Trade Development Officer,
Innovation PEI
902-368-6208 | lpmacaleer@gov.pe.ca

Aline LeBlanc, Trade Commissioner
Global Affairs Canada – Atlantic Region
506-378-4617 | aline.leblanc@international.gc.ca

Judith Dardon, Export Development Executive
Invest Nova Scotia
902-456-1533
judith.dardon@investnovascotia.ca

Alan Kinnie, Manager, International Business
Development
Atlantic Canada Opportunities Agency
506-381-9340 | alan.kinnie@acoa-apeca.gc.ca

Laurel Veitch, Provincial Trade Commissioner
Department of Industry, Energy and Technology
Government of Newfoundland and Labrador
709-729-8055 | laurelveitch@gov.nl.ca

Darlene Boone, International Business
Development Officer
Atlantic Canada Opportunities Agency
902-217-3858 | darlene.boone@acoa-apeca.gc.ca

Barry Pope, Export Development Executive
Opportunities New Brunswick
506-474-3742 | barry.pope@onbcanada.ca

**The Atlantic Trade and Investment Growth Strategy is a collaborative, pan-Atlantic approach that 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 provincial governments of Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland, and the Government of Canada.*

