

FAQ

Market Exploration Program Mexico

1. What is the Market Exploration Program Mexico?

The Market Exploration Program Mexico (the Program) supports Atlantic Canadian digital health companies in exploring, validating, and positioning their innovative solutions in Mexico's expanding healthcare market. The Program combines virtual learning with in-market activities, including targeted B2B meetings, mentorship, and networking.

2. Who can apply?

All eligible applicants must:

- Be a registered business in good standing in one of the four Atlantic provinces.
- Have a differentiated and validated technology or product.
- Have a proven product market fit with a defined target audience.
- Demonstrate interest in exploring opportunities in Mexico.
- Have no outstanding legal actions or defaults under other financial assistance programs from provincial or federal agencies.
- Be willing to commit the required participation fee and cover their own travel, accommodation, and per diem costs for the in-market component.
- Have sufficient resources to target, visit and achieve growth in the Mexican market.

Ineligible applicants include:

- Non-export-ready companies
- Businesses not operating in or related to the digital health sector
- Publicly funded organizations and non-revenue-generating not-for-profits

3. How is the Program structured?

The Program is delivered in two phases:

- **Phase 1: Education & Preparation (Virtual):** November 2025, 4 weeks, \$150 + HST.
- **Phase 2: Market Entry (In-Market):** January–March 2026, \$800 + HST. Includes 10 targeted B2B meetings, consultant support, workshops, site visits, pitch coaching, and a networking reception at the Canadian Embassy in Mexico City.

4. Is there a Program participation fee?

Yes. The Program is delivered in two phases; each phase has a participation fee.

- Phase 1 participation fee: \$150.00 + HST, per company
- Phase 2 participation fee: \$800.00 + HST, per company

5. What costs does the Program cover?

Costs covered include:

- Third-party professional fees (consultants, mentors for program-delivered activities)
- Program-related event and workshop costs
- Branding, translation, and digital assets for program delivery

Cost not covered include:

- Airfare, accommodations, and per diems
- Personal expenses and costs unrelated to program delivery

6. Can I just participate in Phase 1 of the Program?

Yes. This is a flexible opportunity, where companies may choose to participate in Phase 1 only—a virtual education and preparation component that offers market validation before committing to in-market activities—or continue to Phase 2, which includes in-market support and B2B meetings.

Companies that complete Phase 1 and demonstrate interest and readiness to move forward are invited to apply for Phase 2, where applicants are evaluated based on their capability and commitment to scaling in Mexico.

7. What are the key program dates?

The Program timeline and dates are as follows:

- Recruitment & Application: September – October 2025
- Application deadline: October 24, 2025 (12:00 PM ADT)
- Phase 1 (Virtual): November 2025
- Phase 2 (Market Entry): January – March 2026
- In-Market Program: March 23–27, 2026
- Embassy Networking Reception: March 26, 2026

8. How do I apply?

To apply, please download and complete the Program Application Form available at www.investnovascotia.ca/MEPMexico in the sidebar under **Online Forms**.

Once completed, submit the Program Application Form via email to:

Judith Dardon, Export Development Executive (Program Lead)

Invest Nova Scotia

judith.dardon@investnovascotia.ca

Applicants will receive confirmation of receipt by email. Registration is not complete until you submit payment for Phase 1.

9. How do I submit payment for Phase 1?

To submit the mandatory Phase 1 Participation Fee*, click on the respective Eventbrite payment link below:

[Nova Scotia Companies – Payment](#)

[Atlantic Canada companies located in New Brunswick, Prince Edward Island, and Newfoundland & Labrador – Payment](#)

**Companies that do not meet the minimum criteria will be notified via email and will be refunded the \$150.00 + HST Phase 1 Participation Fee.*

The Program application submission deadline is Friday, October 24, 2025 (12:00 PM ADT)

10. How are applications evaluated?

Applications will be assessed based on:

- Alignment with eligibility requirements
- Market potential of the product/service in Mexico
- Demonstrated product–market fit
- Company's ability and commitment to participate fully

11. What are participant commitments?

Companies must:

- Pay all participation fees.
- Attend and actively participate in program activities.
- Cover travel and per diem costs for in-market activities.
- Work with assigned consultants, mentors, and program staff.
- Complete surveys and post-program follow-ups.

12. Who do I contact if I have questions?

For more information, visit www.investnovascotia.ca/MEPMexico or contact your provincial representative:

Nova Scotia / Program Lead

Judith Dardon

Export Development Executive
Invest Nova Scotia

judith.dardon@investnovascotia.ca | 902.456.1533

Prince Edward Island

Shelby McDonald

Trade Officer, Global Trade Services
Innovation PEI – Province of Prince Edward Island

shelbymcdonald@gov.pe.ca | 902.213.0673

Newfoundland and Labrador

Patrick Foran

Provincial Trade Commissioner

patrickforan@gov.nl.ca | 709.729.1873

New Brunswick

Erin Clendenning

Export Development Executive / Chargée du développement des exportations
Opportunities NB / Opportunités NB

erin.clendenning@onbcanada.ca | 506.440.7498

Atlantic Canada Opportunities Agency (ACOA) (if applicable)

Andre Bucumi

Economic Development Officer Innovation, Trade & Business Growth

Atlantic Canada Opportunities Agency (ACOA) | Government of Canada

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For complete details about the Program, visit www.investnovascotia.ca/MEPMexico