

Guidelines

Market Exploration Program Mexico

1. Program Objective

The **Market Exploration Program Mexico** (the “Program”) supports Atlantic Canadian digital health companies in exploring, validating, and positioning their innovative solutions within Mexico’s expanding healthcare market.

The Program will:

- Build a comprehensive understanding of the Mexican healthcare ecosystem, including key stakeholders, buyer engagement strategies, and regulatory requirements.
- Equip participating companies to localize their digital health offerings, ensuring product–market fit and tailored sales strategies.
- Foster long-term trade relationships through trust-based, culturally aligned business development.
- Unlock new export opportunities by providing customized in-market support, strategic introductions, and guided navigation of both public and private sector channels.

*This initiative supports the objectives of the **Atlantic Trade and Investment Growth Strategy (ATIGS)** by increasing the number of Atlantic Canadian companies engaging in international business and fostering market diversification.*

2. Eligible Applicants

All applicants must:

1. Be a registered business in good standing in one of the four Atlantic provinces.
2. Have a differentiated and validated technology or product.
3. Have a proven product market fit with a defined target audience.
4. Demonstrate interest in exploring opportunities in Mexico.
5. Have no outstanding legal actions or defaults under other financial assistance programs from provincial or federal agencies.
6. Be willing to commit the required participation fee and cover their own travel, accommodation, and per diem costs for the in-market component.
7. 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. Program Structure & Phases

The Program is delivered in **two phases**:

Phase 1: Education and Preparation (Virtual)

Duration: 4 weeks – November 2025

Participation fee: \$150.00 + HST, per company

Activities:

- **Understanding the Mexican Healthcare Market** – public/private systems, procurement, business culture, regulatory trends
- **Legal, Regulatory & IP Considerations** – compliance, approval processes, IP protection strategies
- **Market Validation & Pitch Development** – tailored messaging for Mexican stakeholders
- **Buyer Landscape & Engagement Strategies** – pathways to decision-makers in public/private health sectors

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.

Phase 2: Market Entry (In-Market)

Duration: January – March 2026

Participation fee: \$800.00 + HST, per company

Activities:

- Work with a local Mexican consultant to co-develop a market entry scope of work.
- 10 targeted B2B meetings per company (mix of virtual and in-person).
- Three days of in-market activities in Mexico City:
 - Meetings with trade commissioners, consultants, and industry stakeholders
 - Site visits to public/private hospitals and a health innovation hub
 - Workshops on regulation, privacy, and compliance
 - Pitch coaching for the Mexican market (In addition to a consultant, companies will have access to a mentor to help refine their sales pitch specifically for the Mexican market)
 - Networking reception at the Canadian Embassy with live pitch opportunities

4. Eligible Costs

The Program covers:

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

Participants are responsible for:

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

5. Program Criteria

Applications will be evaluated on:

- Interest in exploring opportunities in the Mexican market
- Potential for the digital health product or service to address healthcare needs in Mexico
- Ability to participate fully in the program activities

6. Application Process and Timeline

1. **Expression of Interest:** Issued in June 2025 via partner channels.
2. **Application Submission:** Complete the application form by the stated deadline.
3. **Review & Selection:** Evaluated by Invest Nova Scotia and program partners.
4. **Phase 1 Acceptance:** Confirm participation and submit fee payment.
5. **Phase 2 Selection:** Based on Phase 1 engagement and readiness.

7. Application Process

To apply for the Program, companies must download, complete, and submit, via email, the [Market Exploration Program Mexico Application Form](#) to:

Judith Dardon, Export Development Executive
Invest Nova Scotia
judith.dardon@investnovascotia.ca

Once submitted, an e-mail notification will confirm receipt. Registration is not complete until you submit payment for Phase 1.

Applications for the Program must be received by **12:00 PM (ADT) on Friday, October 24, 2025**.

Applications received past the submission deadline will not be considered.

8. Payment Submission Process

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

- **Nova Scotia Companies Only:** [Submit Payment](#)
- **Atlantic Canada Companies located in New Brunswick, Prince Edward Island, or Newfoundland & Labrador:** [Submit 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.*

9. Application Requirements

Your application should clearly outline:

1. **Products and Services** – Brief overview of your medical or digital health technologies you offer.
2. **Market Readiness** – Any existing insights, activities, or questions related to the Mexican healthcare market.
3. **Team & Capabilities** – Key personnel, partners, and resources that will lead the market entry.
4. **Goals** – What you hope to learn or achieve through this market exploration.

10. Applicant Selection Process

Applicants will be assessed on:

- Meeting the eligibility requirements listed in Section 2.
- Differentiation and validation of their digital health product, service, or technology.
- Demonstrated product-market fit and understanding of target audience.
- Interest in exploring opportunities in the Mexican healthcare market.
- Capacity and commitment to actively participate in program activities.

11. Applicant Commitments

By participating, companies agree to:

- Pay the participation fee for each phase (Phase 1: \$150.00 + HST and/or Phase 2: \$800.00 + HST).
- Attend and actively participate in all virtual and in-market activities.
- Work closely with assigned consultants, mentors, and Program staff.
- Cover their own travel, accommodation, and per diem costs for in-market activities.
- Complete all required surveys and post-program follow-ups.
- Represent Atlantic Canada professionally in all Program-related activities.

12. Program Timeline

Activity	Dates
Recruitment & Application Intake	September – October 2025
Phase 1 – Virtual	November 2025
Phase 2	January – March 2026
Phase 2 – In-Market	March 23 – 27, 2026
Embassy Networking Reception	March 26, 2026

13. Deliverables & Reporting

Participants must:

- Attend all required sessions and meetings in both phases
- Complete post-program surveys and follow-up interviews
- Provide updates on business leads, partnerships, and market readiness outcomes

The Program will provide:

- Final consultant report with market insights and recommendations
- Consolidated program report for stakeholders

14. Terms & Compliance

- Funding provided by ATIGS and partner contributions will cover program-delivered costs only.
- Participant fees are non-refundable.
- Program activities, schedules, and content are subject to change.
- All participants agree to be included in program publicity and reporting.

15. Contact / Application Submission Information

For more information, please refer to the [Market Exploration Program Mexico Program FAQ](#) located in the sidebar under **Related Documents** or contact your provincial representative below:

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

andre.bucumi@acoa-apeca.gc.ca | 506.470.4178

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