

Direct routes to export success now available.

**Looking to grow your business in Europe or the Indo-Pacific?
Your path is clear.**

For businesses with export-ready products and services, the Market Entry Development Program provides:



Help to reduce barriers
for market entry



Tailored, one-on-one
support



Business connections,
and more.

“The program provided a tremendous service and has saved Rutter extensive legwork in helping us better understand and connect with the Japan and S.E. Asian region.”

• Stephen Hale, Vice President, Rutter Inc.



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The program offers two options: the **Essential program** or the **Comprehensive program**.
Discover which is best for you.

Category	Essential Program	Comprehensive Program
Objective	Provide a focused entry point into a new market with essential insights and initial connections	Enable market engagement for strategic entry into new markets with tailored support.
Market Research	Targeted research for a single market, focusing on sector level insights	Single or multi-market analysis with strategic opportunity mapping and prioritization
Strategy Development	- Identification of route(s) to market - Identification of key competitors - Overview of regulatory landscape	- Development of a go to market plan - Competitor analysis - Regulatory guidance and support for compliance - Review of marketing materials
Market Engagement	- Preliminary opportunity mapping - Support for opportunity identification (including trade shows)	- Tailored outreach targeting key contacts - Qualified C-level B2B meetings with potential customers/partners
Customization Level	Tailored to meet the basic entry needs with one-on-one consultation	Highly customized to align with company growth objectives, providing tailored support
Program Duration	10 days of consultant assistance - Shorter duration for rapid market validation	20 days of consultant assistance - Longer duration to allow for extensive planning for market entry
Ideal Applicants	- Atlantic based, registered companies, in good standing with an exportable product or service - Seeking to explore a new market - Needing basic market insights	- Atlantic based, registered companies, in good standing with an exportable product or service - Preparing for market entry - Needing detailed market insights
Expected Outcomes	- Understanding of market viability - Business connection meetings	- Market Entry Strategy - Comprehensive prospect list and qualification report - B2B meetings
Cost to Participant	\$1,250 + HST	\$2,500 + HST



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To apply or get more information, visit medp-pdem.ca or reach out to one of the trade representatives below:

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