



# Program Fact Sheet & FAQ

The UK Market Bridge Program is supported by the Government of Canada and the four Atlantic Provinces through the Atlantic Trade, Investment, and Growth Agreement.



# Build your UK export strategy with real UK based, sector focused experts, and enter the market **with confidence.**

## What

UK Market Bridge is Atlantic Canada's fast-track pathway into the UK market – turning strong local companies into confident UK-ready exporters.

## Why

The program helps SMEs:

- Understand the UK market, its' demand and buyer expectations
- Address readiness gaps (regulatory, logistics, compliance)
- Understand sector specific export opportunities and barriers within the UK market
- Build a practical UK entry blueprint as a guide for a seamless transition of your Market Entry Strategy
- Develop a company specific actionable market entry strategy for the UK market
- Understand federal and provincial programs and services available to assist with market entry

## Who

Export-ready SMEs in Atlantic Canada in the following sectors:

### Digital & Technology

- AI, data-driven platforms, and analytics
- Cybersecurity and digital trust
- Digital health and medical technologies
- Enterprise software, SaaS, and digital infrastructure

### Advanced Manufacturing

- Aerospace and defense manufacturing and supply chains
- Advanced materials, composites, and lightweight structures
- Precision engineering, automation, and robotics
- Industrial digitalization and Industry applications

### Food & Beverage

- Processed food and ingredients
- Beverages
- Seafood and aquaculture products
- Functional and health-led food products

**To be a good fit for the program, companies should have:**

- A commercialized offering
- Leadership commitment
- Capacity to pursue UK expansion
- The ability to participate fully in workshops and coaching

**To be eligible for the UK Market Bridge Program, 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 the UK market
- are interested in creating or expanding their international footprint, meaning a move to new markets or increasing their exports in the UK market
- possess a proven record or strong potential of revenue growth
- demonstrate the financial capacity for strategy development and execution
- 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 considered their expected outcomes in international markets including anticipated sales growth
- understand factors that may need to be addressed (e.g., competition, cultural competencies, import controls, intellectual property status, certifications, and regulatory, legal, taxation issues).

## When

Training starts the week of April 13th and runs for 4 weeks. Modules 5 and 6 will be completed by the end of June 2026.

## Where

All training will take place virtually.

## Cost

**\$1350** per company

# FAQ

## What is the UK Market Bridge Program?

UK Market Bridge is a sector-specific export readiness program helping Atlantic Canadian SMEs prepare for UK market entry.

## Who is this program for?

UK Market Bridge is specifically designed for export-ready SMEs in Digital/Tech, Advanced Manufacturing, or Food and Beverage with a marketable product/service.

## How many companies will be accepted into UK Market Bridge?

Between 20–30 companies across Atlantic Canada.

## What will I leave with?

When you complete the UK Market Bridge Program, you will have increased awareness of the opportunities available within the UK marketplace for your product/service, a market entry strategy to guide you in your market entry, and program guidance from Atlantic Canada's federal and provincial government representatives to aid you in your market entry.

## What commitment is expected?

To benefit from this program, we expect all companies to commit to attendance at workshops, the completion of a market entry strategy in consultation with the consultants, attendance at a program guidance meeting with federal and provincial representatives and completion of a post program survey.

## What will be my company's total time commitment?

We expect your total time commitment to be 30–40 hours. This includes time spent attending workshops, time spent preparing for workshop, and time spent engaging with your coach.

## How many people can participate per company?

Up to four people can participate per company (for a total fee of \$1,350). Note: It is expected that all designated participants attend all sessions, as each module builds on the previous one.

## Is this program virtual or in-person?

UK Market Bridge is fully virtual to ensure equitable access across Atlantic Canada.

## What are the program modules?

Program modules include:

- UK Market Opportunities
- Sector Specific Context
- Understanding UK Requirements
- Coaching + Refinement of Market Entry Blueprint
- Development of a UK Market Entry Strategy
- Market Entry Program Guidance

## How long does the program run?

From early April through June 2026.

## Do I need prior exporting experience?

It is preferred, but not mandatory. You should be commercially ready and committed and meet the program's eligibility requirements.

## What sectors are eligible?

Digital and Tech, Advanced Manufacturing, and Food and Beverage.

## Who delivers the training?

A diverse team of UK-based sector experts and experienced export coaches.

## Will I receive one-on-one coaching?

Yes, there will be two coaching sessions per company.

## What do I need to know about the Market Entry Strategy??

Once you complete Modules 1–4 of the UK Market Bridge Program you will be eligible to receive a pre-determined amount of consulting advisory services from Atlantic Canada's in-market consultant who will assist you in the development of a market entry strategy tailored to your company's needs.

## Do I need to apply separately for the development of my company's Market Entry Strategy?

No. All Market Bridge companies that have completed modules 1–4 and have a market entry blueprint and clearly defined statement of work will automatically be eligible for assistance from Atlantic Canada's in-market consultant and the development of a Market Entry Strategy tailored to their company's needs.

## What does inclusivity mean in this program?

UK Market Bridge is designed to support all companies, including women-owned, Indigenous-led, youth-led, rural businesses and others.

## What is the cost to participate?

Participant fee is \$1,350 per company.

## How are companies selected?

Participants for UK Market Bridge are selected based on readiness, sector fit, and commitment.

## Who do I contact if I have questions?

Please contact Erinn Smith ([erinn.smith@cbdc.ca](mailto:erinn.smith@cbdc.ca)) or Joel Stoddart ([joel.stoddart@cbdc.ca](mailto:joel.stoddart@cbdc.ca)) at the Nova Scotia Association of CBDCs.