



## TRADE MISSION TO WESTERN CANADA

CANADA  
#1 TRADING PARTNER OF THE U.S.

WEEK OF OCTOBER 18, 2020

**The United States and Canada** enjoy the world's largest and most comprehensive trading relationship. It supports millions of jobs in each country and constitutes a \$1.4 trillion bilateral trade and investment relationship. This mission will allow participating Rhode Island companies to gain access to the Canadian market, make key industry contacts, solidify business strategies and advance specific projects.

**Western Canadian** includes the Provinces of British Columbia, Alberta, Saskatchewan and Manitoba. They collectively represent roughly one-third of the nation's GDP and population. The U.S. is these provinces' biggest bilateral trade partner. The region enjoys a diverse economy, and represents substantial business opportunities in cleantech/remediation, industry 4.0, industrial maintenance and high tech.

Whether your company is a first-time or seasoned exporter, **Canada should be a key component of your export growth strategy.**

### Leading Sectors

- Advanced Manufacturing
- Aerospace (helicopter and smaller planes)
- Cleantech/Remediation
- High Tech
- Industrial Maintenance
- Industry 4.0 & AI solutions
- Information and Communications & Video Games
- MedTech/Life Science
- Pollution Control/Wastewater Treatment
- Power Generation & Energy
- Renewable Energy
- Safety and Security Equipment & Cybersecurity
- Textiles

### CIDEP

CIDEP, incorporated in 2006, is a specialized market research firm with offices in Toronto and Montreal. It offers best-in-class export development services. CIDEP provides competitive intelligence and partner/client prospecting services to U.S. firms looking to enter the Canadian market or expand their market share.



**CIDEP**  
IDENTIFY QUALIFY CONNECT

### OPTION: VIRTUAL TRADE MISSION

**If travel is not possible in October due to COVID-19 restrictions, or you simply prefer not to travel, CIDEP will schedule a virtual, customized trade mission for your company. Conference calls will be arranged with potential Canadian partners. This will be a turn-key solution with CIDEP scheduling the calls, providing briefings before the calls, and post-teleconference support.**



## Registration deadline: July 30, 2020

### Cost:

CIDEP Services: \$4,300 for comprehensive market research and matchmaking (either in person or virtually) by CIDEP in Western Canada.

### In-Person Trade Mission:

Depending on the latest federal, state and individual company travel guidelines, the R.I. delegation may be able to travel for in-person meetings. All mission participants will cover the cost of their travel, including hotel & airfare. A \$500 Mission Administration fee will cover networking events, breakfast briefings, pre-departure briefings and webinars (\$250 for each additional attendee).

### A Virtual Mission:

In the event that group travel is not possible or individuals do not wish to travel, the meetings will be offered as a virtual trade mission. There will not be a Mission Administration fee and no expense to the company for travel. The CIDEP fee remains the same.

### STEP Grant:

Companies that are eligible to participate in the State Trade Expansion Program will be able to receive reimbursement for a portion of the CIDEP fees. Inquire with the Chafee Center for International Business at Bryant University or Rhode Island Commerce.

### Contact:

Katherine Therieau  
Director, International Trade Programs  
Rhode Island Commerce Corporation,  
315 Iron Horse Way, Suite 101,  
Providence, RI 02908  
401.278.9100 x139  
Katherine.therieau@commerceri.com

### Mission Benefits

#### Pre-market Assessment

Evaluation of companies' products and services to determine marketability; review of company readiness to enter market.

#### Customized One-On-One Business Appointments

Individual, pre-screened business appointments (either virtually or in person).

#### In-Country Market Research

List of targeted Canadian prospects compiled and presented by CIDEP industry specialists.

#### In-Country Promotional Campaign

Marketing and promotional campaigns promote your products and services in the local markets.

#### Reception & Networking Events

Receptions for business partners. Business leaders, dignitaries and potential business partners will be invited.

#### In-country Transportation & Logistical Support

Help with hotel arrangements, in-country group transportation, airport pick-ups and drop-offs, optional tours, etc.

#### Briefings & Educational Events

Pre-departure briefings on current economic and political conditions, as well as cultural and social practices from local trade specialists and U.S. Commercial Service staff. Also, in-country breakfast briefings by local trade specialists.



**Bryant University**

THE JOHN H. CHAFEE CENTER  
FOR INTERNATIONAL BUSINESS

**RHODE ISLAND**

Funded in part through  
a grant with the  
U.S. Small Business  
Administration



**WEEK OF OCTOBER 18, 2020**