



# Alberta Export Expansion Package

Alberta Media Production Industries Association – Edmonton, Alberta

August 23, 2017



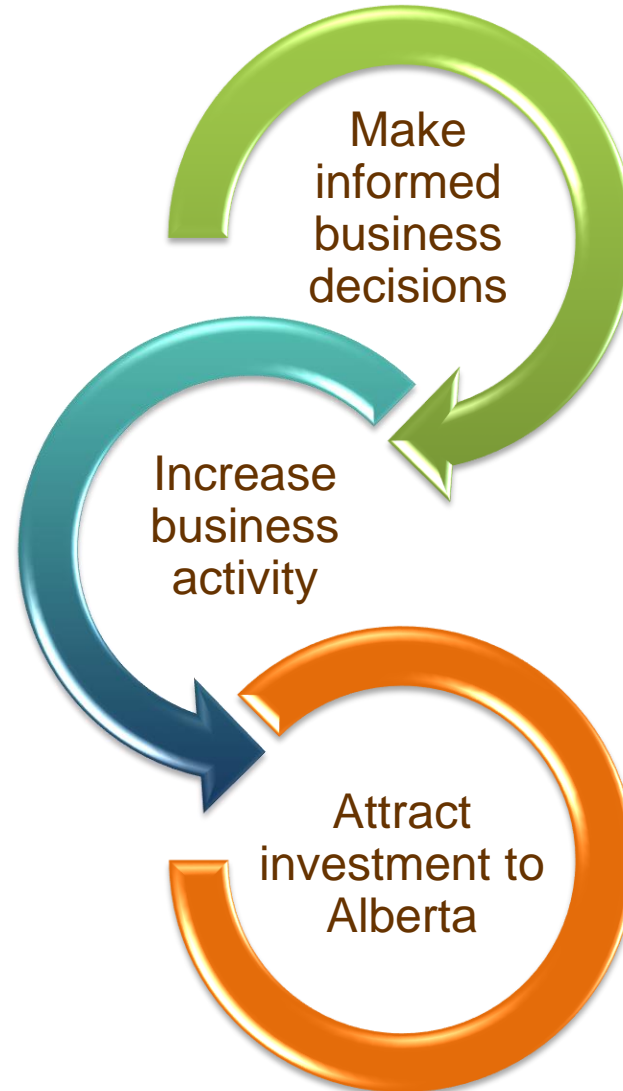
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# AEEP Overview





## Export Readiness Micro-Voucher Program

Increase the number of export ready companies in Alberta by providing up to \$10,000 towards the development of a market entry strategy.

Market entry strategies are tailored to business needs & includes:

- Market analysis
- Business case development
- Implementation roadmap
- Promotion/marketing
- Distribution

75% of eligible expenses to a maximum of \$10,000.



## Export Readiness

AEEP also works behind the scenes in helping Alberta companies become export ready.

The AEEP team, in conjunction with partners across the province, provide support through online tools, seminars and workshops.



## SME Export Support Fund

Provides support to Alberta small and medium-sized companies in entering new markets by covering half the costs of flights, hotels, registration at events, and translation of marketing materials.



TC Scientific – a chemistry research company that received funding through the SME Export Support Fund.





## Eligibility – SME Export Support Fund

### Eligibility Criteria

- Must have annual sales of \$50,000 to \$25 million;
- Must be a for-profit company;
- Must have a minimum of 1 full-time employee in Alberta or more;
- Must be an incorporated legal entity in Alberta for at least two years;
- Must be operating in Alberta;
- Develop a market that represents 10% or less of the company's annual sales; and
- Must present a market entry plan.

### Eligible Sectors

- Advanced manufacturing & materials
- Aerospace & defence
- Alternative energy & clean technology
- Cultural industries
- Environmental products and services
- Forestry
- Information and communication technology
- Infrastructure and construction
- Life sciences and health technology
- Manufacturing
- Oil and gas
- Petrochemicals



## SME Export Support Fund – Successes

Since October 1, 2016, we have helped more than 200 Alberta companies with \$1.1 million in total approved funding.



“We are very thankful for the financial support of the Alberta Export Expansion Package. The Export Support Fund provided encouragement for us to explore international markets. We participated in the 2016 Alberta Trade Mission to China in November and established valuable partnerships with new clients, companies and potential investors.”

***John J. Yao, CEO, TC Scientific Inc.***





## SME Export Support Fund – Applying

### Step 1:

Create a user account and log in through the online application portal, which can be accessed through the following webpage:

<http://www.alberta.ca/export-support-fund.aspx>

### Step 2:

Complete and submit the application through the online portal, and attach a market entry plan.

### After applying:

Successful applicants will be notified by email, and will receive a Grant Agreement to be signed.

Once the project is complete, the company must submit a copy of all receipts, along with a final report for reimbursement.

## SME Export Support Fund – Applying



Company applies for the Export Support Fund

If approved, company receives approval email with a grant agreement

Company signs and returns grant agreement

Company carries out international activities

Company submits receipts and final report

Government of Alberta reimburses company



## Export Support Fund

AEEP also provides indirect support to Alberta's SMEs, by working with industry associations to make international markets more accessible, and by reducing the costs for Alberta SMEs to participate in international trade shows, where Economic Development and Trade has secured an exhibition booth space.



## Global Buyers and Investors Program

AEEP in conjunction with the rest of the Economic Development and Trade team, work together to bring qualified buyers and investors to Alberta to events in the province where export ready companies are showcased.

This facilitates Alberta SMEs in reaching new international buyers for their products, or in seeking foreign investment that ultimately help Alberta companies grown and expand.



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<http://www.alberta.ca/export-support-fund.aspx>

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