



GOVERNMENT PROGRAMS AND SERVICES FOR B.C. AGRIFOOD AND SEAFOOD EXPORTERS

There are numerous programs which provide B.C. agrifood and seafood companies with resources to support their exporting initiatives, including: export assistance and information (to help companies understand how to export effectively and achieve success in international markets); market intelligence and market development resources (to help companies identify market opportunities and develop effective marketing strategies); and cost-shared funding programs (to enhance marketing skills capacity and support the development and implementation of marketing plans and export plans).

EXPORT ASSISTANCE AND INFORMATION

- **Trade and Invest BC:** Visit the Trade and Invest BC website to discover the tools you need to export and connect with B.C. Trade and Investment Representatives located in international markets. Learn about hosted events world-wide and how to participate, meet new buyers and discover opportunities to feature your products and services. <https://www.britishcolumbia.ca/export/index/>
- **Export Navigator Program:** Connect with community-based export specialists who can provide a personalized, step-by-step approach to exporting and help connect your business to the market information, export programs, financial services, and business development experts it needs at every stage of the process. <https://smallbusinessbc.ca/export-navigator/>
- **Agriculture and Food Trade Commissioner Service:** Connect with federal Agriculture and Food Trade Commissioners in markets around the world. Agri-Food Trade Commissioners are present in 15 markets, with 35 agents ready to help you succeed on the global scale. <http://www.agr.gc.ca/eng/industry-markets-and-trade/agri-food-trade-services-for-exporters/agriculture-and-food-trade-commissioner-service>
- **Export Development Canada (EDC):** Connect with EDC, Canada's export credit agency, for support related to insurance and financial services, bonding products and small business solutions targeted at Canadian exporters and investors and their international buyers. <https://www.edc.ca/>

MARKET INTELLIGENCE AND MARKET DEVELOPMENT RESOURCES

- **B.C. Agrifood and Seafood Export-Ready Business Catalogue:** Apply to have your B.C. agrifood or seafood business profiled in this on-line and printed sales tool translated into English, Chinese, Japanese and Korean. <https://www2.gov.bc.ca/gov/content/export-catalogue/bc-agrifood-seafood-export-catalogue/apply-for-inclusion>
- **Export Market Guides:** Learn about doing business in other markets by reviewing country-specific export market guides for markets in Asia and Europe. <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/business-market-development/market-development/international-market-development>

- **B.C. Agrifood and Seafood Market Readiness Seminars and Workshops:** Enhance your marketing skills, learn about market opportunities, and engage directly with local and international buyers to better understand how to successfully develop markets for your products. Contact FoodsBC@gov.bc.ca to be placed on our mailing list.
- **B.C. Agrifood and Seafood Statistics:** Learn about B.C. agrifood and seafood industry's top exports, plus agrifood and seafood market reports: <https://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/statistics/market-analysis-and-trade-statistics>
- **Agriculture and Agri-Food Canada's Market Intelligence Reports:** Access in-depth reports on B.C.'s key export markets: <http://www.agr.gc.ca/eng/industry-markets-and-trade/international-agri-food-market-intelligence/market-intelligence-reports/?id=1522931721523>

FUNDING PROGRAMS

- **B.C. Agrifood and Seafood Market Development Program:** Access cost-shared government funding to undertake eligible market development activities. Eligible activities include:
 - *Marketing Skills Training:* Supporting the ability of permanent marketing staff within an eligible organization to take marketing skills training courses at qualified educational institutions;
 - *Market Information and Research:* Identifying, analyzing and understanding current and emerging opportunities in B.C., across Canada and internationally by contracting pre-qualified consultants to conduct new market research studies or purchasing existing market information or market research studies from qualified market research firms;
 - *Market Development Planning:* Contracting pre-qualified consultants to develop marketing plans, export plans or branding strategies for marketing in B.C., across Canada or internationally;
 - *Export-Focused Marketing Collateral and Promotional Tools:* Designing, developing, translating, printing/producing materials and tools to promote products in export markets; and,
 - *Export Market Development Activities:* Undertaking international (agrifood or seafood) or interprovincial (agrifood only) market development activities, such as tradeshow, trade missions, in-store promotions.

For more details visit: <http://iafbc.ca/funding-opportunities/market-development/>

- **CanExport Program:** Access financial support to expand your business into potential international markets. Funding is available for small and medium-sized enterprises (SMEs), exporters, innovators, associations and communities. For more details visit: https://www.tradecommissioner.gc.ca/trade_commissioners-delegues_commerciaux/funding-financement/canexport/index.aspx?lang=eng