

Export Help! Program — Trade Team PEI

Introduction

Trade Team Prince Edward Island (TTPEI) is a partnership of the Atlantic Canada Opportunities Agency (ACOA), Innovation PEI and other federal and provincial departments and agencies. We recognize the significant economic impact that exporters have on our economy and are committed to providing the tools and support they need to succeed.

The Export Help! Program is one way that TTPEI fulfills that commitment. Under this program, export ready companies on Prince Edward Island are given access to a pool of qualified consultants who provides assistance tailored to their specific export-related needs.

Export Help! will provide a non-repayable contribution of 90 per cent of the costs to hire a consultant for up to a maximum of 40 hours or \$5,000. The company will be responsible for paying their portion (10 per cent) of the project cost at the signing of the contract with TTPEI and the consultant.

Eligibility Criteria

Registered commercial enterprises in Prince Edward Island are eligible applicants under the Export Help! Program. Most sectors are eligible, however, enterprises must be able to demonstrate they are export ready. Companies are normally eligible for a single contribution under the Export Help! Program. Enterprises that can demonstrate a need for professional advice to enter or launch a new product or service in an international market may be considered on a case-by-case basis for additional contributions.

Our Partners



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Eligible Areas for Research

- **International Market Entry Strategy**
A consultant can assist you in assessing the potential for your product or service in a new international market and develop a plan to help you realize that potential.
- **Global Supply Chain Management**
You can work with your consultant to choose the right shipping method, freight forwarders, transportation, and insurance, and to address issues with packaging and labeling requirements.
- **Export Marketing Plan**
Your consultant can provide advice on the development of an export marketing plan.
- **E-Commerce Strategy**
Your consultant can provide advice on export marketing strategies as well as address the many issues surrounding e-business planning.
- **Documentation of International Trade**
With assistance from your consultant, you can address issues surrounding the necessary customs documentation, such as: formal/commercial entry of goods; penalties; certificate of origin; standards documentation; health/sanitary certificates, etc.
- **International Trade Research**
A consultant can assist you with research into international markets including market size, demand, competition, and cultural issues surrounding how business is conducted.

How to Get Started

For more information about the Export Help! Program, contact the Export Help! Program Coordinator at Canada Business – Prince Edward Island:

www.canadabusiness.ca/pe 902-368-0771 or 1-888-576-4444

Or, contact the Trade & Marketing Division at Innovation PEI.

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