



## EXPRESSION OF INTEREST

### **Business Mission to New England and New York**

Boston, Massachusetts, NYC, New York

November 27<sup>th</sup> – December 3<sup>rd</sup>, 2022

### Mission & Market:

Innovation PEI will lead a multi-sector trade mission to New England and New York on November 27<sup>th</sup> – December 3<sup>rd</sup>, 2022, in support of trade and investment opportunities in this region. The mission will consist of a business program of pre-arranged meetings between participating PEI companies/organizations with New England and New York based companies/organizations.

Based on the specific needs of the delegation, there will be two parts to this mission. Delegates will have the opportunity to sign up for one or both parts.

The first half of the mission is expected to be based in Boston:

1. Arrive in Boston, Massachusetts Sunday November 27<sup>th</sup> – Mission Briefing
2. Prearranged B2B meetings Monday, November 28<sup>th</sup>, Tuesday, November 29<sup>th</sup> and the morning of Wednesday, November 30<sup>th</sup>, 2022
3. Transition via bus to NYC as a group Wednesday, November 30<sup>th</sup>, 2022

The second half of the mission will be based in New York City around the New York Produce Show and Conference, Jarvis Centre: [1335 6th Ave, New York, NY](#)

1. Transition via bus to NYC as a group Wednesday, November 30<sup>th</sup> noon.
2. Prearranged B2B meetings in and around the New York area Thursday, December 1<sup>st</sup> and 2<sup>nd</sup>
3. New York Produce Show
  - Trade Show: Dec. 1, 2022
  - Conferences & Tours: Nov. 29-Dec. 2

### Focus sectors:

- Information and communications technologies
- Life sciences/ Bio
- Advanced Manufacturing
- Education
- Professional Services
- Agriculture and processed foods
- Fish and seafood
- Food and Beverage
- Aerospace

## Mission features:

- Matchmaker/consulting services, development of customized business itineraries.
- Market access to buyers, distributors/agents, technology partners, investment capital, labour.
- Ground transportation services to and from all meetings.
- Business networking.
- Travel cost support on economy airfare, accommodations and meals (40% by Innovation PEI).

## Conditions for Participation:

Prince Edward Island companies must have the expertise and capacity to provide needed services and/or goods in the specific fields outlined. Companies must demonstrate that the products and/or services you seek to promote through the mission will result in significant economic benefit for Prince Edward Island (i.e. increased production in Canada, employment creation, technology transfer, increased research and development activity, etc.).

\*You must be a PEI registered company to be eligible for this mission.

If we are uncertain as to the economic benefit for Prince Edward Island of the company's activities, supplemental information may be requested to assess the company's suitability for participation.

## Registration:

**Registration Fee:** \$500

**Registration Deadline:** September 23<sup>rd</sup>, 2022

Complete the **Registration Forms**

Innovation PEI reserves the right to limit registration to those companies that meet the sector-based objectives of this mission.

A minimum number of registered companies will be required for this mission to proceed. Early registration will maximize the time available to arrange appropriate business-to-business meetings.

**For more information on this Business Mission, please contact: Bonnie MacDonald, Innovation PEI at [bjmacdonald@gov.pe.ca](mailto:bjmacdonald@gov.pe.ca) or (902) 394 -5006**

## Company Objectives and Profile:

Complete the **Company Objectives and Profile Form** (Section 3, attached separately from this notice) with sufficient information so we may better understand your objectives for this mission and be able to help you achieve them. Your information will be used to arrange business-to-business meetings.

## Business-to-business meetings:

Meetings will be arranged on a per company basis, and not on an individual basis. In order for us to identify and set up meetings with the appropriate local business partners, please provide as much information as possible on your company's objectives and profile form.

\*We will not begin arranging your business meetings until we have received a completed registration package.

## Transportation:

It is your responsibility to make your own travel arrangements, including all air and ground transportation to and from the airport (unless otherwise noted in the business program). Please make sure to purchase cancellation insurance and/or a refundable ticket in the event that the dates of the mission change.

## Accommodation:

Hotel(s) will be selected based on ground transportation logistics, efficiency and value for money. Typically, (unless otherwise noted) Innovation PEI will establish a room block at selected hotel(s) and it will be the responsibility of each delegate to book their reservations under the room block as per instructions and contact information provided. An email confirming the hotel(s) will be sent to you at a later date.

## Travel Considerations:

The Government of Canada's official travel advice ([www.travel.gc.ca](http://www.travel.gc.ca)) includes essential information on safety and security, local laws and customs, entry requirements, health conditions and other important travel issues, including important travel health information under the Health tab. Sign up for the Registration of Canadians Abroad service before leaving Canada, so we can contact and assist you in case of an emergency abroad or inform you about an emergency at home. If you need consular assistance, while abroad, your first point of contact should be the closest Canadian government office. Contact information can be found in the Assistance tab. The Emergency Watch and Response Centre in Ottawa can be reached 24 hours a day, 7 days a week at 613-996-8885 (collect calls accepted) or by email at [sos@international.gc.ca](mailto:sos@international.gc.ca).

## Health & Safety:

It is strongly recommended that you consult your family physician prior to travelling to determine health risks and necessary vaccinations (if appropriate), especially if you have a medical condition. All inoculations should be up to date prior to travel. For additional travel health information, please consult the Public Health Agency website at [www.publichealth.gc.ca](http://www.publichealth.gc.ca). It is your responsibility to cover any health-related costs incurred prior to and during the mission. For recent travel reports, consult the Government of Canada's travel website at [www.travel.gc.ca](http://www.travel.gc.ca).

Additional travel expenses incurred due to COVID-19 travel are not eligible (i.e. testing, unexpected travel quarantine delays connecting to PEI, medical, quarantine on PEI or quarantine abroad)

## Section 1 – REGISTRATION FORM

Multi-Sector Mission to both Boston and NYC : November 27 – December 3, 2022

### COMPANY/ORGANIZATION CONTACT INFORMATION

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone number  
(include area code): \_\_\_\_\_

Website: \_\_\_\_\_ Instagram: \_\_\_\_\_

Facebook: \_\_\_\_\_ Twitter: \_\_\_\_\_

### PARTICIPANT INFORMATION (Maximum 2 participants per company)

#### Participant 1

Mr. Ms. Other (specify): \_\_\_\_\_

First name: \_\_\_\_\_ Family name: \_\_\_\_\_

Business title/Occupation: \_\_\_\_\_

Mailing address of  
participant: \_\_\_\_\_

(if different than headquarters): \_\_\_\_\_

Telephone number: \_\_\_\_\_ Cell phone number: \_\_\_\_\_  
(with area code) (with area code)

Email address: \_\_\_\_\_

#### Participant 2

Mr. Ms. Other (specify): \_\_\_\_\_

First name: \_\_\_\_\_ Family name: \_\_\_\_\_

Business title/Occupation: \_\_\_\_\_

Mailing address of  
participant: \_\_\_\_\_

(if different than headquarters): \_\_\_\_\_

Telephone number: \_\_\_\_\_ Cell phone number: \_\_\_\_\_  
(with area code) (with area code)

Email address: \_\_\_\_\_

## INTERESTED MARKETS

New England (Boston)

New York (NYC)

## REGISTRATION INFORMATION

**REGISTRATION FEE:** \$500

**REGISTRATION DEADLINE:** Friday, September 14, 2022

**REGISTRATION CHECKLIST:**

1. Registration form (Section 1)
2. Company profile and objectives form (Section 2)
3. Payment / registration fee (\$500)

Please send your completed registration forms and cheque to: **Innovation PEI**  
c/o Bonnie MacDonald – Global Trade Officer  
Email: [bjmacdonald@gov.pe.ca](mailto:bjmacdonald@gov.pe.ca)  
Tel: 902 394 5006