

# TAP

## CANADA'S TRADE ACCELERATOR PROGRAM



# APPLICATION PACKAGE

## SPONSORSHIP PROVIDED BY

### TAP-EDMONTON



### NATIONAL PARTNERS



### SUPPORTING PARTNER



### ADVISORY PARTNERS



### PROGRAM CREATORS





## PROGRAM DESCRIPTION

Now is the time for Canadian companies to export globally.

A lower Canadian dollar, limited domestic growth, and a strengthening global economy have established the right conditions for Canadian firms to go global.

To help Canadian firms increase their export potential, World Trade Centre Edmonton has, in partnership with Edmonton Economic Development Corporation (EEDC) and the Edmonton Chamber of Commerce, launched TAP-Edmonton, a trade accelerator program to serve as the one-stop shop for a company's exporting needs.

Through its Lead & Supporting Partners, TAP-Edmonton gives companies access to Canada's top exporting advisors, resources, and contacts. Companies will have the opportunity to work with RBC, EDC, the Trade Commissioner Service, the Province of Alberta, and others to build a new Market Entry Plan and implement its activation.

World Trade Centre Edmonton encourages companies to take advantage of this unique opportunity to accelerate their firm's growth and export capacity. The services and visibility provided by TAP-Edmonton are valued to be approximately \$25,000; the program is offered at a cost of \$500 per company; this will be waived if you are nominated by one of our participating sponsors.

## PROGRAM ACTIVITIES

### STEP 1: ONBOARD

The program begins with an intensive two-day training session in Edmonton to orient participating companies on the program, the exporting resources available to them, and how they can build and implement a new Market Entry Plan.

This instruction will be delivered by leading Canadian export advisors through dynamic interactive workshops.

### STEP 2: ASSESS

A few days following the two-day workshop, participating companies will come back to follow an intensive day of mentoring to start elaborating their export strategy and write their export plan.

Experts in international business development will provide individual coaching to each participant to guide them through an Export Assessment Tool which will then be analysed by leading Canadian export advisors.

Each participating company will receive a short report outlining the strengths and gaps related to their company's Market Entry Plan.

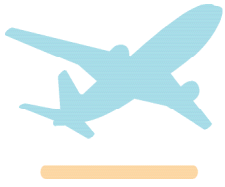
Through this process, participating companies will be matched with the TAP-Edmonton's Lead and Supporting Partners to fill in the gaps.

### STEP 3: ACTIVATE

TAP-Edmonton's Lead & Supporting Partners and the export specialists of World Trade Centre Edmonton will spend individual time with each participant to help them finalize their new Market Entry Plans.

By the end of the process participating firms can expect to have a new Market Entry plan that they are beginning to activate with assistance from TAP-Edmonton's Lead & Supporting Partners.

These organizations are resolved to help participating companies take the first step into a new market by assisting them with the resources, information and contacts they need to go global.



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## ELIGIBILITY GUIDELINES

The companies being sought for TAP-Edmonton should meet the following guidelines:

- Generates more than \$500,000 in annual revenue
- Is already exporting a product, service or technology, but wishes to diversify its export markets or Has taken exploratory steps to expand into new markets
- Is willing to dedicate two senior representatives to participate in the program and apply its resources
- Has been operating for at least two years and receiving revenue for its product, service or technology
- Has a product, service or technology with a strong competitive advantage as a result of quality or patent protection
- Is a good corporate citizen, devoid of corruption, environmental and human rights violations

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## APPLICATION REQUIREMENTS

Companies that meet the profile are welcome to apply for the program by submitting the following documents to [tapapplication@edmonton.com](mailto:tapapplication@edmonton.com)

- **A duly completed application form**
- **Income statements for the last TWO fiscal years**

NOTE: Companies nominated by TAP Sponsors or Partners will have the program fee of \$500 waived in full. Nominated companies who do not attend all four (4) TAP sessions and complete an export plan prior to the One-on-One Mentoring Day will be charged the full program fee.

Please find key dates for the program at [investedmontonregion.com/tap](http://investedmontonregion.com/tap).

### CONTACT

John Gerum

Export Training Program Manager  
Trade Accelerator Program  
EEDC

780-566-8569

[jgerum@edmonton.com](mailto:jgerum@edmonton.com)



## CONTACT INFO

First Name:

Last Name:

Title:

Company:  
(legal name)

Address:

Website:

City:

Email:

Province:

Telephone:

Postal Code:

Country:

Who nominated you to apply to TAP?  
(Name of the organization/person)

## COMPANY PROFILE

What is your company's legal structure?

Incorporated

Partnership/JV

Sole Proprietorship

Branch/Subsidiary (foreign owned)

Other

Please describe your company by selecting from the categories below:

Product

Service

Sector

Other:

Other:

Who do you sell your products/services to?

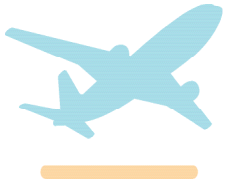
Manufacturer

Wholesaler

Distributor

Retailer

Consumer



Please indicate the number of employees and gross revenue for your organization during the specified time periods:

| Fiscal Year | Number of Employees | Gross Revenue |
|-------------|---------------------|---------------|
| Current     |                     |               |
| 2016        |                     |               |
| 2015        |                     |               |
| 2014        |                     |               |

Are you **currently** exporting?

Yes

No

If yes, please indicate your company's export revenue for the specified time periods, as well as the percentage of total sales that are the result of your exporting activities:

| Fiscal Year | Export Revenue | Percentage of Total Sales |
|-------------|----------------|---------------------------|
| Current     |                |                           |
| 2016        |                |                           |
| 2015        |                |                           |
| 2014        |                |                           |

What is your company's export status?

What percentage of your business sales is online (via ecommerce platforms)?

|      |       |        |        |        |               |
|------|-------|--------|--------|--------|---------------|
| None | 0-10% | 11-20% | 21-40% | 41-60% | More than 60% |
|------|-------|--------|--------|--------|---------------|

How long has your company been exporting?

|            |                |                    |
|------------|----------------|--------------------|
| No exports | Last 12 months | 1-3 years          |
| 4-5 years  | 6-10 years     | More than 10 years |



If your company is **currently** exporting, what are the top 3 countries it exports to?

Market #1

Market #2

Market #3

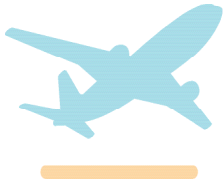
What is your main export challenge?

Describe your company and its competitive advantage: (maximum 200 words)

What are your objectives for expanding globally? (maximum 200 words)

Which countries are you interested in entering? Why? (maximum 200 words)

What are your expectations for the Trade Accelerator Program (TAP)? (maximum 200 words)



## WHAT WE NEED FROM YOU

Your company is willing to:

Commit to attend all 4 days in full (2 days workshop, Export Plan Day & One-on-One Mentoring Day), and complete an export plan prior to the One-on-One Mentoring Day. Yes

Dedicate 2 senior representatives to participate in the program Yes

Contact info for second representative

Name:

Title:

Email:

Telephone:

Share information about your company's exporting activity after completing the program? Yes

**CLIENT AUTHORIZATION:** The participant and the organization whom the participant represents hereby release the Edmonton Economic Development Corporation from any liability whatsoever and they hereby waive any recourse, claim or legal action of any kind whatsoever.

I, \_\_\_\_\_ (please enter full name) have \_\_\_\_\_ Date: \_\_\_\_\_  
read and agree to the Client Authorization terms above.

### CONSENT TO SHARE AND RECEIVE INFORMATION (OPTIONAL)

I hereby authorize Edmonton Economic Development Corporation to store and share the information collected in this form, including contact information, with the Trade Accelerator Program's partnering organizations, in accordance with the [Privacy Policy](#). I understand that I can withdraw my consent at any time.

I hereby consent to receive EDC's electronic trade information and messages. I understand that I can withdraw my consent at any time.

I hereby consent to Edmonton Economic Development Corporation collecting, storing and sharing my contact information with other participants in the Trade Accelerator Program, in accordance with the [Privacy Policy](#). I understand that I can withdraw my consent at any time.

Please attach and email this form to: [tapapplication@edmonton.com](mailto:tapapplication@edmonton.com)



 [investedmontonregion.com](http://investedmontonregion.com)

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