



PROGRAM DESCRIPTION

Now is the time for Canadian companies to export globally.

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

To help Calgary firms increase their export potential, Calgary Economic Development has launched TAP-Calgary, a trade accelerator program to serve as the one-stop shop for a company's exporting needs.

Through its lead and supporting partners, TAP-Calgary gives companies access to Canada's top exporting advisors, resources and contacts. Companies will have the opportunity to work with RBC, EDC, BDC, the Trade Commissioner Service, the Province of Alberta and others to build a new Market Entry Plan and then begin its activation.

Calgary Economic Development 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-Calgary are valued to be approximately \$25,000; the program is offered at a cost of \$2,500 per company. If nominated by TAP sponsors or partners, this fee will be waived for you.

PROGRAM ACTIVITIES

STEP 1: ONBOARD

The program begins with an intensive two-day training session in Calgary 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-Calgary's lead and supporting partners to fill in the gaps.

STEP 3: ACTIVATE

TAP-Calgary's lead & supporting partners and the export specialists of Calgary Economic Development 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, which they are beginning to activate with assistance from TAP-Calgary'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.



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)

How did you hear about TAP?

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?

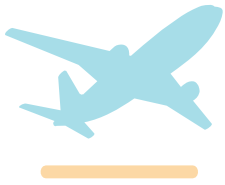
Manufacturer

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		
1 year prior		
2 years prior		
3 years prior		

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		
1 year prior		
2 years prior		
3 years prior		

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%
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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 annual expenditure on the following operational aspects (indicate range in \$):

Marketing

Staffing

Recruitment

Research and development

Professional advice

Investment into business (facilities, equipment, etc.)

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)*

Calgary Economic Development works with business, government and community partners to position Calgary as the location of choice for the purpose of attracting business investment, fostering trade and growing Calgary's workforce.

Real estate, workforce, government relations and connections with local businesses are areas where Calgary Economic Development's experienced professionals can facilitate client entry into one of North America's most innovative and dynamic cities.



calgary economic
development
be part of the energy™

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