



Official Delegation Trade Mission to Ontario, Canada

21 – 24th May 2019

Closing date for applications 15th April 2019



www.canadatrademission.org

info@tradecouncil.org



[Introduction]

The International Trade Council in cooperation our regional chamber of commerce partners; is delighted to announce the 2019 Trade Mission to Ontario, Canada. This trade mission will cover the cities of Toronto, Brampton and Mississauga – with a combined population of approximately 4.3 million people.

The Trade Mission will take place over a period of 4 days and provides participants with the opportunity to:

- Meet Government and Chamber officials from Canada.
- Make on-site visits to organizations within the participants specified target market(s).
- Meet face-to-face with Canadian-based C-Level executives through our pre-scheduled appointments with pre-qualified targets (*a minimum of 5 appointments will be set for each Mission Participant*).
- Present at the half-day export opportunity summit/cafe.
- Participate in panel discussions and business round-tables aimed at providing information on the marketplace and answering any questions that you may have.
- Receive up-to-date market intelligence.
- Showcase your goods and/or services.
- Join other Mission Participants in exploring the Canadian market.
- Participate in networking opportunities with the local business community.
- Benefit from intra-group exchanges.

Positive effects of International Trade Council Trade Missions include higher sales revenues, lower procurement costs and better sourcing, education, cultural/international business savvy, preparedness, professional development, visibility/goodwill and perspective. An additional benefit is that the mission participants develop close friendships among themselves and a useful, professional network.

All participants will receive a customized 1:1 business-to-business meeting schedule and schedule of site visits.

Why Ontario & Canada?

Ontario is at the center of one of the most stable and competitive business environments in the world and is an example of what the future should look like. A livable space with the comforts and quality of life, a high standard of living, a stable and competitive business environment and talented people (8% of Ontario adults possess a post-secondary education – a rate higher than any OECD country.) Canada has the world’s most stable banking system, is ranked the second most politically stable and is rated among the top three best countries for business.

Ontario accounts for 40% of Canada’s economic activity

In the 20th century, Ontario’s economy was built on the strength of traditional industries: natural resources, manufacturing, farming and food production. Those mainstay sectors remain vibrant, even as they retool to apply new technologies and innovations to compete in the digital age.

Ontario is also where the new economy has emerged in force. It’s where financial services are broadening into fintech and revolutionizing the way we invest. Where artificial intelligence is ushering in the era of safer, cleaner connected transportation. And where stem cell research is leading to a world where they cure and even prevent deadly diseases.

Toronto is the fourth-largest city in Canada and the USA

Most people don’t realize Toronto is the fourth-largest city in North America. Only Mexico City, New York City and Los Angeles are larger.

Toronto is North America's 2nd most competitive financial center

Toronto is the second most competitive financial center in North America, according to the Global Financial Centers Index (GFCI). Toronto ranks ahead of Chicago, Boston and San Francisco and sits eighth globally.

Toronto is one of the most future-ready cities in the world

There is good reason Cisco chose Toronto as the location of its first innovation center in North America. IHS Economics ranks Toronto 11th in a list of Future Ready Economies, ahead of New York City (17th), Hong Kong (25th) and Tokyo (32nd). Meanwhile, FDi, a division of the Financial Times, ranks Toronto a top five ‘city of the future’ and KPMG and Oxford Economics rank Canada the most ‘change-ready’ country in the Americas.

Toronto is the most sustainable city in North America

The Sustainable Cities Index, carried out by the Center for Economics and Business Research (Cebr), rated Toronto as North America’s most sustainable city. Toronto ranked particularly well in ‘environmental performance’, finishing first in North America and ninth globally.

Toronto is a global top 20 start-up ecosystem

Owing to its high ratings for performance, availability of funding and entrepreneurial experience, Compass rates Toronto one of the best start-up ecosystems in the world.



Population

October 1, 2018	14,411,424
October 1, 2018 — % of Canada	38.7
10-Year average annual growth (%)	1.1

Population by Urban Area, 2017

Greater Toronto Area	6,858,470
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Economy, 2017

GDP (\$ Millions, Nominal)	825,805
GDP — % of Canada	38.6
Primary household income (\$ Millions)	544,062
Primary household income — % of Canada	38.9
Primary household income per capita (\$) — Ontario	38,664
Primary household income per capita (\$) — Canada	38,249
CPI inflation, 2017	1.7%

Top Five International Exports, 2017 (% Share)

Motor vehicles & parts	35.3
Mechanical equipment	10.1
Precious metals & stones	9.8
Electrical machinery	3.9
Plastic products	3.6

Distribution of GDP, 2017 (%)

Goods	22.9
Services	77.1

Total Trade, 2017 (\$ Millions)*

Exports	429,665
Imports	435,391
Trade balance	-5,726

* *International + Interprovincial*

Top Five International Import Suppliers, 2017 (% Share)

United States	55.4
China	12.4
Mexico	8.2
Japan	3.8
Germany	2.5



Participating in the Trade Mission to Canada allows delegates to obtain market insights, customized leads lists and pre-scheduled 1:1 meetings with qualified targets in their relevant industry.

Before being approved for the Trade Mission a Trade Commissioner will review your corporate profile, specific industry targets / meeting needs and mission goals.

A maximum of 3 companies in similar industries are allowed to attend the trade mission - thereby ensuring maximum exposure amongst the Council's contacts in Ontario.

Participants will benefit from:

- Direct access to **C-level business and government officials** suited to your needs
- **Personalized list of trade leads for each delegate** - based on their individual / unique needs
- **Personalized pre-arranged business-to-business meetings** for each delegate based on their unique business needs
- **Personalized online calendar** of your scheduled 1:1 meetings

- **Personalized market research** report for each delegate
- Presentation of each delegate's business in **3 x separate half day Export Cafe's** (*Toronto, Brampton and Mississauga*)
- **Personalized / tailored networking events** with government officials and local business executives
- Participation in the **Ontario Business Opportunities** and **Doing Business in Canada Seminars**
- Hands on and **up-to-date market information** from senior officials and Canadian industry leaders
- **Logistical support from experienced trade commissioners**
- Beneficial **intra-group exchanges**
- **Educational and cultural experiences**
- The **opportunity to meet other CEO's / Presidents from leading companies across the world** who will also be visiting Canada to take part in the trade mission
- **Press releases and social media support** - highlighting the attendance and meeting needs of each delegate
- **Delegate corporate profiles distributed to 30,000+ C-Level executives in Ontario, Canada**
- **Assistance** with logistics and guidance on local customs.
- **Pre-mission briefing** / phone conference.
- Services of **experienced Trade Mission managers.**





DAY 1 - 21 May

- | | |
|--------------------------|--------------------------------------------------------------------------------------------------------------|
| 7:30am – 8:00am | Assemble at Chelsea Hotel, Toronto & Transit to Breakfast |
| 8:00am - 9:30am | Networking Breakfast (Toronto) |
| 9:30am - 9:45am | Opening Remarks by Chairperson for Ontario, Canada and Officials from Toronto |
| 9:45am - 10:30am | Doing Business in Ontario Seminar Covering Economy, Business Culture, Government Initiatives etc |
| 10:30am - 10:45am | Break for Refreshments |
| 10:45am – Midday | Seminar on Business Opportunities, Areas of Market Growth, Industry Clusters, IP Protection, Regulations etc |
| 12:00pm - 12:30pm | Set up for Export Café |
| 12:30pm - 1:30pm | Networking Lunch: Meet with Top C-Level Executives from Ontario, Canada |
| 1:30pm - 5:00pm | EXPORT CAFÉ: Showcase Opportunity for Delegates to meet with CEOs |
| 6:00pm - 7:30pm | Optional Free City Walking Tour |

DAY 2 - 22 May

- | | |
|------------------------|--------------------------------------------|
| 8:30am - 5:00pm | Pre-Scheduled 1:1 Meetings and Site Visits |
|------------------------|--------------------------------------------|

[Schedule ... continued]

DAY 3 - 23 May

7:30am	Assemble at Chelsea Hotel, Toronto for Bus Pickup
7:45am	Group Transit to Mississauga, Ontario
8:30am - 8:45am	Arrival at Venue in Mississauga (Head Count)
8:45am - 9:15am	Set up of Export Café
9:15am - 9:45am	Registration of local CEO's for Export Café
9:45am - 10:00am	Opening Remarks by Chairperson for Ontario, Canada and Local Officials from Mississauga
10:00am - 10:30am	Introduction of Each International Delegate and 1 Minute Elevator Pitches
11:00am - 1pm	EXPORT CAFÉ: Showcase Opportunity for Delegates to meet with CEOs from Mississauga
1:00pm - 2:00pm	Lunch Break
2:00pm - 6:00pm	1:1 Meetings
6:00pm - 7:00pm	Transit back to Chelsea Hotel, Toronto

Day 4 - 24 May

7:30am	Assemble at Chelsea Hotel, Toronto for Bus Pickup
7:45am	Group Transit to Brampton, Ontario
8:30am - 8:45am	Arrival at Venue in Brampton (Head Count)
8:45am - 9:15am	Set up of Export Café
9:15am - 9:45am	Registration of local CEO's for Export Café
9:45am - 10:00am	Opening Remarks by Chairperson for Ontario, Canada and Local Officials from Brampton
10:00am - 10:30am	Introduction of Each International Delegate and 1 Minute Elevator Pitches
11:00am - 1pm	EXPORT CAFÉ: Showcase Opportunity for Delegates to meet with CEOs from Brampton
1pm - 2pm	Lunch Break
2pm - 6pm	1:1 Meetings
6:00pm - 7:00pm	Transit back to Chelsea Hotel, Toronto



Support for the Mission

One-to-one Meetings

Prior to the Trade Mission you will be contacted by an accredited International Trade Council Export Consultant who will work to understand your business, your market potential and your desired target audience. They will then set appointments for you for the Trade Mission.

We also strongly advise that you also use any contacts you may have or are looking to establish, to arrange your own meetings. Businesses that have the most success on our missions have always done a mix of meetings they have sourced as well as those arranged via the Council.

Pre-Mission Web Conference

A webinar briefing will be held at least two weeks prior to the Trade Mission. The briefing will provide market information and advice on how to do business in Canada. It is also an opportunity to connect with other participants in advance of the Mission and discuss the Mission logistics.

Mission Brochure

The Council will produce a brochure to promote the companies taking part in the Mission. The text and contact details will be taken from your application form. If you're successful in your application we'll ask you to supply a high-resolution head and shoulders photo to include in the brochure.

Press Coverage

We'd like to promote your connection with the Trade Mission. Therefore, if you're successful in your application we'll share your details with our public relations team.

Shared Intelligence

Businesses attending the Trade Mission will have different levels of experience in the market. Those new to the market will benefit from the experiences of others. Members of the Trade Mission are invited to join other members of the group and our sponsor's representatives each evening for dinner which





[Eligibility]

We're looking for highly ambitious businesses who've been trading for a minimum of two years and have plans to increase their customer base, employ more people and expand to new markets (*including the designated market*) in the next 24 months.

Eligibility Criteria:

Participants need to be:

- Financially sound.
- Currently exporting or demonstrate export readiness.
- Represented during the mission by an employee or officer of the company.
- Already retain, or have the capacity to obtain, a valid passport for overseas travel.

Please be advised that:

- **You don't need to be a member of the International Trade Council to qualify for a delegate place.**
- There is a maximum of 3 delegate places per company offered.
- Distributors, agents or other in market representatives may be invited to participate in events, however are not automatically entitled to all the privileges of a Trade Mission participant.
- The International Trade Council reserves the right to determine your eligibility for participation in the trade mission.
- Applicants must participate in all events attached to their Mission program unless discussed and agreed in advance with the program manager.
- All company representatives must conduct themselves in a professional manner having regard to the spirit and intent of the Trade Mission.

Full terms and conditions can be found at the end of this information sheet.



Although we're heavily subsidizing the cost of the Trade Mission for those successful applicants, each delegate will be required to contribute \$1125 USD for those registering before the 31st March 2019 (*discounted fee of \$900 for International Trade Council and/or Chamber of Commerce members*). If an extra person from your company attends, it will cost an additional \$500 per delegate (*discounted to \$300 for International Trade Council and/or Chamber of Commerce members*).

The above fees contribute to the overall mission costs incurred by the Council which include:

- pre-mission briefing costs
- production of the group brochure
- generation of personalized lead lists, one-to-one appointments and site visits
- production of market intelligence and Trade Mission package
- opening ceremony + ceremony venue hire, refreshments and organization
- panel discussions including venue hire and refreshments
- room hire, setup and tear down for export café
- welcome dinner
- general set up, tear down and other associated costs

The Trade Mission fee amount is payable with your application. **Please note, applications that are received without the fee will not be accepted.** If your application is not accepted, then your payment will be refunded. Registrations received after 31st March 2019 will be charged at the standard rate of \$1950 USD. Deadline for all registrations is the 15th April 2019.



Airfares and accommodation costs

It is the responsibility of each delegate to book and pay for their own airfares, accommodation and meals outside of the scheduled welcome dinner, after 5 drinks and networking breakfast.

You can make your own travel arrangements but it is recommended that you stay in the mission hotel (Chelsea Hotel Toronto) in order to make the most of the networking opportunities. **Please do not book any travel or accommodation prior to receiving confirmation of your place on the Trade Mission.** The Council can assist in booking accommodation where requested and there is a special rate offered for Trade Mission delegates who intend to stay at the Chelsea Hotel Toronto.

Insurance

Trade Mission members are strongly advised to take out adequate travel and sickness insurance. We always recommend that this insurance includes cover for cancellation of the visit for reasons beyond the control of the International Trade Council. If a mission is cancelled for reasons beyond our control, the International Trade Council can take no responsibility for any loss you may incur.

Vaccinations

Please check necessary individual health precautions for the countries of the market visit with your local travel nurse. The International Trade Council accepts no responsibility for advice in this specialized field.

Visas

Many countries do not require visas to enter Canada for stays of up to 30 days. The Council will issue an official Letter of Invitation to those participants who do require a visa.



[Terms and Conditions]

Cancellation regulations:

If you decide not to join the Trade Mission, and inform us by fax, letter or email, arriving on or before the 15th of April, 2019 we shall refund 50% of the Mission participation fee.

After the 15th April, 2019 there will be no refund.

General terms and conditions:

- The participant must submit a completed and signed registration form and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation.
- Upon submission of the registration (whether online, via fax, email, post, courier or in person), the participation for the Trade Mission will be binding and the participation fee will be due.
- The International Trade Council reserves the right to evaluate the ability of the applicant to meet the participation criteria.
- The Trade Mission will take place if a minimum number of 20 companies is reached. In case of cancellation of the Trade Mission for this reason, the participation fee will be refunded.
- The participant must hold and maintain travel and other appropriate insurances in connection with attendance at, and participation in, the Trade Mission.

- Flight from your country of origin to Toronto and all hotel, food or ground transportation expenses outside the denoted meals and activities are borne by the participants.
- The participant accepts full responsibility for all the business and organizational outcomes arising from their participation. The International Trade Council will not be held responsible for the commercial endeavors of any party that participates in the trade mission.
- Participants who are unable to acquire a business visa to Canada (subject to their having submitted their visa application prior to the 15th April 2019) will automatically have their trade mission payment to a future trade mission to another jurisdiction of their choosing. Participants who lodge late visa applications and/or who complete visa applications with false information will not be transferred to future trade missions. No refunds will be offered either.
- The participant agrees to provide a 1/2 page biography and photograph of their nominated delegate (person representing their company) at least 2 months prior to the date of the trade mission and acknowledges that a failure to do so may mean exclusion from the delegate book.
- The participant agrees to provide a 1/2 page company profile and high resolution company logo at least 2 months prior to the date of the trade mission and acknowledges that a failure to do so may mean exclusion from the delegate book.
- The participant agrees to participate in a separate survey to evaluate the Trade Mission.
- The participant agrees that cancellation for trade mission attendance due to non-receipt of a visa is not grounds for a refund; unless the participant informs the Council of their visa non-issuance prior to the 31st August 2019.
- The International Trade Council reserves the right to reject any application without being obliged to discuss the reasons for doing so. Any decision made by the Council will be final and no correspondence will be entered into.



Application Form

Please return this form to any of the following contacts:

Nina Escarda
 International Trade Council (USA)
Tel: +1 202 869 0988
Fax: +1 202 869 1121
Email: nina.escarda@tradecouncil.org

Organizational Contact Information:

Company Name:				
Address:				
City / State:		Country:		
Telephone:		Fax:		
Email:		Website:		
No of Employees:		Year Established:		
Target Sector:	<input type="checkbox"/> Healthcare / Medical <input type="checkbox"/> Imports & Re-Exports <input type="checkbox"/> Retail			
Contact Person:	First Name:		Surname:	
	Phone:		Mobile:	
	Email:			
Participant 1:	First Name:		Surname:	
	Position:		Nationality:	
	Phone:		Mobile:	
	Email:			
Participant 2:	First Name:		Surname:	
	Position:		Nationality:	
	Phone:		Mobile:	
	Email:			

<p>Company Profile:</p>	<p>Please specify your business, products, service with 150 words, which would be included in the company catalogue for the event, and to identify business partners for you.</p>
<p>Match Making:</p>	<p>Please specify the type of businesses you are looking to meet and provide details of your intentions. If you are focusing on a specific product or project rather than your entire offering please specify. This information will be used to identify potential business partners for you. Please make it very clear.</p>
<p>Mission Objectives:</p>	<p>Please describe your objectives for participating in this mission for the brochure (max 30-40 words). eg. market research, seeking new customers, a new agent, JV, etc.</p>

Authorization:

1. We wish to apply for the Trade Mission to Ontario, Canada.
2. We enclose payment for the participation fee of \$1125 USD (*International Trade Council and/or partner Chamber of Commerce members - \$900 USD*) and second delegate fee of \$500 USD
3. I have read and agree to International Trade Council Terms and Conditions for this Mission.

First Name:		Last Name:	
Position:		Company:	
Signature			

Payment via Credit Card:

I hereby authorize Chamber Trade Solutions LLC, on behalf of the International Trade Council, to deduct the appropriate market visit fee from the card below. I have read the cancellation terms and conditions in the Trade Mission application package and agree to be bound by them.

I am the card holder*/I am authorized to sanction credit card payment on behalf of the cardholder*
(*please delete as appropriate*)

Type of Card:	American Express <input type="checkbox"/> Discover <input type="checkbox"/> Diners Club <input type="checkbox"/> JCB <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/>		
Name on Card:			
Card Number:			
Expiry Date:		Card Security Number:	3 – 4 digits on back of card
Signature			
Date:			

If you wish to pay securely online please tick here. An invoice will be sent to your email:

Payment via Bank or Wire Transfer

If you prefer to pay via bank transfer or wire please contact Melanie Walker via email (accounts@tradecouncil.org).

Snapshot of Canada

Canada is a high-tech industrial society with a high standard of living with an estimated population of 37 million people and a GDP per person of \$42,157 USD (2016 estimate).

Statistics for Ontario

- Population: 14,374,084 (April 1, 2018)
- GDP (\$ – Nominal): 830,302,000,000
- Primary household income (\$): 547,633,000,000
- Primary household income per capita (\$): \$38,584
- Distribution of GDP – Goods: 22.1 %
- Distribution of GDP – Manufacturing: 11.7%
- Distribution of GDP – Services: 77.9%
- Exports 2017 (\$) 415,376,000,000
- Imports 2017 (\$) 412,812,000,000

Canada Global Rankings:

- 2nd best country in the world in a survey conducted by Y&R's BAV Group and Wharton School of the University of Pennsylvania.
- 3rd in the world in proven oil reserves and is the world's fifth-largest oil producer.
- 7th best school system in the world (OECD survey of 72 member and non-member states).
- 7th happiest country in the world, according to the 2018 World Happiness Report.
- 8th in the overall Prosperity Index rankings (Legatum Prosperity Index).
- 9th – Canada's economic freedom score is 77.7, placing the country 9th on the 2018 Heritage Foundation Economic Freedom list.
- 10th largest economy in the world (15th at PPP).
- 11th largest export economy in the world and the 21st most complex economy according to the Economic Complexity Index (ECI).
- 22nd out of 190 countries for ease of doing business by the World Bank.

Canada Business Statistics:

- On a year-over-year basis, retail e-commerce rose 8.8% while total unadjusted retail sales increased 0.8%.
- Following three consecutive monthly increases, retail sales in April 2018 reached \$49.5 billion.
- Manufacturing sales reached \$56.2 billion in April 2018.
- Employment rose by 32,000 in June 2018 (Unemployment at 6.0%).
- There are 1.17 million employer businesses in Canada. Of these, 1.14 million (97.9 percent) businesses are small businesses, 21,415 (1.8 percent) are medium-sized businesses and 2,933 (0.3 percent) are large enterprises.
- 15.7 percent of SMEs are majority owned by women and 19.7 percent are equally owned by women and men.
- The service sector is Canada's biggest economic driver.
- The country is a significant exporter of energy, food and minerals.



The Canadian Economy:

- In 2016, Canada exported \$364B and imported \$388B, resulting in a negative trade balance of \$24B.
- The top exports of Canada are Cars (\$48.9B), Crude Petroleum (\$39.6B), Vehicle Parts (\$10.5B), Refined Petroleum (\$8.34B) and Sawn Wood (\$7.79B), using the 1992 revision of the HS (Harmonized System) classification.
- The top imports are Cars (\$26.4B), Vehicle Parts (\$20.4B), Delivery Trucks (\$12.9B), Refined Petroleum (\$10.8B) and Crude Petroleum (\$10.3B).
- The top export destinations of Canada are the United States (\$268B), China (\$16.3B), Japan (\$8.49B), Mexico (\$7.83B) and the United Kingdom (\$7.3B).
- The top import origins are the United States (\$207B), China (\$46.7B), Mexico (\$23B), Germany (\$12.1B) and Japan (\$10.7B).