

# Trade Mission: Canada

## Canada Overview

The United States and Canada enjoy a \$1.6 trillion bilateral trade and investment relationship that supports millions of jobs in both economies. Canada ranks as the top U.S. export market, accounting for 17.9% of all U.S. exports in 2019. The United States, Mexico, and Canada are parties to the United States–Mexico–Canada Agreement (USMCA), which entered in to force on July 1, 2020, replacing the North American Free Trade Agreement (NAFTA).

The top opportunities for Virginia exporters in Canada include:

- Aerospace and Defense
- Power Generation and Renewable Energy
- Medical Devices
- Education and Training
- Mining Equipment and Machinery

## Opportunities in Canada

### Cybersecurity

Canada loses 0.17% of GDP to cybercrime, which is equal to CAD\$2.46 billion annually. Threat actors are taking advantage of the COVID-19 pandemic with phishing and threatening remote workers infrastructures. The most obvious impact of cybercrime is the direct costs to business, such as financial loss due to fraud, loss recovery, loss of business (churn), reputational damage, infrastructure, training, and monitoring.

Opportunities for Virginia companies include: IoT security, cloud computing security, and others.



Toronto, Canada



# Canada

## Healthcare

Canada's healthcare industry is experiencing an increase in demand from the advance of chronic diseases and an aging population. In 2018, total healthcare expenditures were valued at approximately \$200 billion with a growth rate of approximately 4.2 percent. Most of this spending will be toward the three leading causes of death: cardiovascular, cancer, and respiratory diseases. The Canadian healthcare sector is experiencing growth in the use of digital technologies and increased use of real-world data and AI based software solutions. They are often relying on imports and foreign companies meet that rising demand.

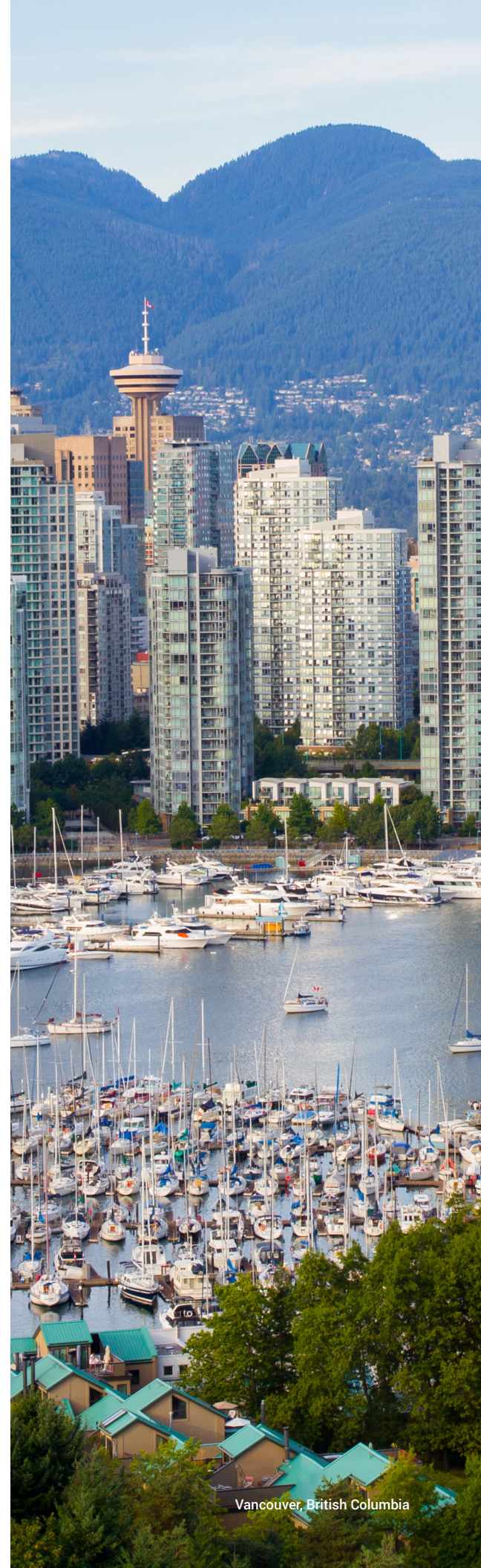
Opportunities for Virginia companies include: Productivity solutions for healthcare management, disease detection solutions, automatization and digitalization, medical devices.

## Advanced Manufacturing

Canada's manufacturing industries contribute to the country's economic health and innovation by employing 1.7 million people (10% of the Canadian workforce), paying workers more in total compensation than any other sector and generating 42% of all private-sector research and development activity. Sectors ranges from medical devices, to aerospace & automotive, electronics, and precision machinery.

Advanced manufacturing in Canada is innovative, fair, and sustainable but needs to be more competitive and productive. While many manufacturing firms have growth rates above 15%, the sector is stagnant overall. With the right technologies in place—robotics, additive manufacturing, and big data analytics—Canadian manufacturers can spur innovation and transform the efficiency of their operations.

Opportunities for Virginia companies include: Software (AI, Big Data, Automation, Engineering) and Hardware (manufacturing lines & machines, equipment, consumables)



# Trade Mission Details

## Objective:

The objective for this trip is to arrange and conduct quality meetings between you, our VEDP client, and potential sales partners (agents, representatives, or distributors) and/or customers in Canada. Our ultimate goal is for these meetings to help you generate new sales for your company to customers in Canada and to provide you with market intelligence only attainable by an in-country visit.

## Trade Mission Dates

April 4-7, 2022

## Registration Deadline

February 4, 2022

## Schedule:

We will visit Toronto and Montreal. However, there may be meetings in adjacent cities depending on your particular needs. Our consultants will ensure that your meetings are scheduled with the best contacts, regardless of their location. We will keep you apprised as your itinerary develops and suggest travel and logistics options for your itinerary.

The itinerary is planned as follows, and is subject to change:

Date	Day	Activity
February 4, 2022	Friday	Last day for registration
April 3, 2022	Sunday	Latest day to depart United States
April 4, 2022	Monday	Trade Mission begins, Individual Meetings
April 5, 2022	Tuesday	Individual Meetings
April 6, 2022	Wednesday	Individual Meetings
April 7, 2022	Thursday	Individual Meetings
April 8, 2022	Friday	Return to USA



Vancouver, British Columbia



# Frequently Asked Questions:

## How many Virginia companies will participate?

The registration process is ongoing. Based on past trade missions, we expect 8 Virginia companies to participate.

## What is the cost for my company to participate?

You must pay the trade mission participation fee of \$2,500 to the VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting and pre-qualifying local distributors, reps and/or partners and organization of your meetings with interested prospects
- Briefing on “Doing Business in Canada”
- Your VEDP Trade Mission Leader and in-country consultant on hand during the week to ensure everything runs to plan
- Interpreter (if required)

Additional *estimated* costs you will incur include (*but are not limited to*):

Expense	Estimated amount (\$)
Roundtrip airfare from Dulles to Toronto, Canada and intra-Canada flights, economy class	750
Hotels (5 nights)	1,250
Meals	500
Airport transfers, taxis, public transportation & other miscellaneous items	500

## How are the meetings organized?

The VEDP has engaged the services of CIDEP, to identify, screen, and arrange meetings with potential partners for each of our trade mission delegates. CIDEP was selected through a competitive bidding process and has demonstrated extraordinary expertise, enthusiasm and commitment to the work of introducing Virginia companies to their markets. If you would like to learn more about CIDEP, please review their web-site: <http://www.cidepiqc.com/>.

In most cases, you will be traveling independently to the locations of the local companies with which you are meetings. Because most appointments will be held at the companies' locations, travel and other logistics may prevent each delegate from having a minimum of 3-4 meetings each day of the trade mission.

## How will I get to my meetings?

For travel between meetings, our consultants will recommend the most effective method of transportation. This will likely be a local car/driver.

## Will I need an interpreter?

The official languages of Canada are English and French. A translator will be provided for meetings, if necessary.

## How are airline and hotel reservations handled?

**Airline tickets:** You book (and pay for) your own airline ticket via local travel agent or online air travel website. If you do not have a travel agent, the Trade Mission Leader can recommend one for you.

**Hotels:** VEDP will select a hotel and, if possible, arrange for a block of hotel rooms. For efficiency and security all participants must stay in the same designated hotel in each city. Participants will be responsible for making their own hotel reservations using a group code provided by the Trade Mission Leader (if a block rate is available). You will pay all hotel room charges directly to the hotel.

## How can I verify that Canada is a good market for my company before we register for the trade mission?

Contact your local International Trade Manager or the Trade Mission Leader (see next page) **immediately!** We only want you to make the trip if we think there is good market potential in Canada for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

## What are the entry requirements for Canada? Will I need a passport or visa?

A passport is required with six months validity remaining.

For tourist visits to Canada of less than 180 days, U.S. citizens do not need visas. Other types of travel (e.g., to work, study, or immigrate) generally require visas. For complete information on visa categories and requirements, consult the Citizenship and Immigration Canada (CIC) website.

If you have a criminal record (including misdemeanors or alcohol-related driving offenses), you may not be able to enter Canada without first obtaining an “approval for rehabilitation” well in advance of any planned travel. To determine whether you may be inadmissible and how to overcome this finding, please refer to the CIC website.

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As our first trip to Canada, we were highly enthusiastic to see the market potential for our products. We were not let down. VEDP was very accommodating and made great strides in coordinating with the in-country consultant to make sure we had quality meetings.

Trade Mission to Canada

## Registration:

### How do I register to participate?

You can register and pay the trade mission fee online. You may do this visiting the following page on our website:

<https://canada-trade-mission-2021.eventbrite.com>.

### Contact the Trade Mission Leaders for more information:

Nathan Day  
International Trade Manager  
Phone: 540.387.2562  
Email: [nday@vedp.org](mailto:nday@vedp.org)

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We met several groups that are interested in working with us on future projects. As a result, we have already quoted a trial unit of one of our products, and were invited to bid on an upcoming RFP.

CIDEP IMV Survey

# Consultant Bio

Canada

## Ludovic Ortuno

With 15 years' experience in international business, Ludovic is a specialized economic development professional with a strong focus on territorial marketing, export services and industry & cluster analysis. He has a strong understanding of companies' development & investment cycles across various industries. Every year Ludovic's team works with a 100+ small and medium exporters, helping them be successful in Canada. CIDEP is the Trade Canadian office for US States economic development agencies, such as Virginia Economic Development Partnership, as well as European Countries, higher education Institutes and food export promotion groups.

This extensive experience has furnished him and his team with the insight and experience required in identifying, qualifying and connecting with prospects and in generating export opportunities. As a Canadian and French national with Spanish origins, Ludovic is fluent in French, English and Spanish.