



WORLD TRADE CENTRE®
TORONTO



TORONTO
REGION
BOARD OF TRADE

TAP

CANADA'S
TRADE
ACCELERATOR
PROGRAM



APPLICATION PACKAGE

NATIONAL PARTNERS



TAP-GTA PARTNERS

LEAD PARTNER



ADVISORY SERVICES PARTNERS



SUPPORTING PARTNERS





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 Canadian firms increase their export potential, World Trade Centre Toronto—the trade services arm of the Toronto Region Board of Trade—has launched TAP-GTA, a trade accelerator program to serve as the one-stop shop for a company's exporting needs.

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

World Trade Centre Toronto 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-GTA 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 Toronto 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 at the Board of Trade, 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.

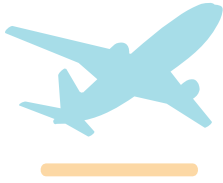
Through this process, participating companies will be matched with the Board's Lead and Supporting TAP-GTA Partners to fill in the gaps.

STEP 3: ACTIVATE

The Board's Lead & Supporting TAP-GTA partners and the export specialists of the Board of Trade 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 the Board's TAP-GTA 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.



ELIGIBILITY GUIDELINES

The companies being sought for TAP-GTA 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 2 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
- Can share two years of income statements with its application to demonstrate its solvency

APPLICATION REQUIREMENTS

Companies that meet the profile are welcome to apply for the program by submitting the following documents to tapapplication@bot.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 \$2,500 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 tapgta.ca.

CONTACT

Malak Marzouk

Program Coordinator
Trade Accelerator Program
Toronto Region Board of Trade

416-862-4514
mmarzouk@bot.com



CONTACT INFO

First Name:

Last Name:

Title:

Company:
(legal name)

Address:

Website:

City:

Email:

Province:

Telephone:

Postal Code:

Cell Phone:

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?

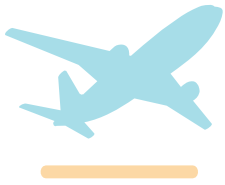
Manufacturer

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 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

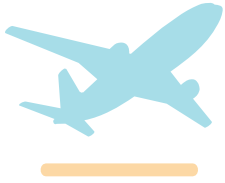
Investment into business (facilities, equipment, etc.)

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 Toronto Region Board of Trade from any liability whatsoever and they hereby waive any recourse, claim or legal action of any kind whatsoever.

I,

(please enter full name)

Date:

have read and agree to the Client Authorization terms above.

CONSENT TO SHARE AND RECEIVE INFORMATION (OPTIONAL)

I hereby authorize the Toronto Region Board of Trade 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 Board's [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 the Toronto Region Board of Trade collecting, storing and sharing my contact information with other participants in the Trade Accelerator Program, in accordance with the Board's [Privacy Policy](#). I understand that I can withdraw my consent at any time.

The World Trade Centre Toronto (WTC-T) is the trade services arm of the Toronto Region Board of Trade. As a member of the World Trade Centers Association, WTC-T creates unparalleled global access for the Toronto region's business community with its connection to 317 branded properties and trade services associations in 88 countries. WTC-T provides targeted international trade advisory services and expertise through comprehensive research, trade education, strategy building workshops, outbound and inbound trade missions and valuable connections to experts and networks.



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