

# TRADE MISSION TO CANADA: TORONTO & MONTREAL

JUNE 7 – 12, 2020

OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT

## JOIN US

Pennsylvania's Office of International Business Development invites you to join us on a business development mission to Canada.

Meeting face-to-face with prospective customers and partners is crucial to establishing business relationships in Canada. We can help you meet your business objectives by designing a business itinerary tailored to your company's specific needs.

As a mission participant you will receive:

- Industry-specific market research
- One-on-one business appointments with prequalified business partners based on your criteria
- Detailed background information about each company provided in advance
- Logistical assistance - identification of hotels and more
- Services of the Commonwealth's trade representative
- Follow-up assistance after the mission

## SPACE LIMITED TO 8 COMPANIES; REGISTER NOW!

Deadline: February 28, 2020

Registration fee: **\$600 USD**  
(maximum 2 people per company)

\*Companies are responsible for all travel and business-related expenses.

**FINANCIAL ASSISTANCE of up to \$5,000 may be available to qualifying companies to offset mission-related costs.**

## TRADE MISSION ITINERARY

June 7	Arrive in Toronto, Canada
June 8 & 9	Business meetings in Toronto
June 10	Travel to Montreal
June 11 & 12	Business meetings in Montreal
June 12	End of mission/depart for U.S.

## WHY CANADA?

- Canada is an ideal 1st market for new-to-export companies and those seeking to expand their business and distribution networks. Canadian partners are most interested in innovation and products that provide time, labor and/or cost savings. Being a mature market, "me too"/commodity products focused solely on price, may find market entry challenging, as competitive products are well-established. Successful companies must clearly articulate their value proposition to the market and potential customers and partners.
- Canada is Pennsylvania's No. 1 export destination, and PA sells more goods to Canada than to Mexico, China, and Japan combined
- Pennsylvania exported \$10.8 billion USD worth of goods to Canada in 2018, a 5% increase
- U.S./Canada trading relationship is the largest in the world, trading more than \$2 billion in goods and services daily

**Toronto** (Greater Toronto Area/GTA), Ontario is Canada's most populous city at 6.2 million (2018). **It is North America's 4th largest metro area.** 1/4 of Canada's population live within a 100-mile (160-km) radius of Toronto. Industries such as financial services, life sciences, ICT, advanced manufacturing, aerospace, automotive and agri-food are all found in the "Golden Triangle" surrounding the GTA.

**Montreal**, Quebec is Canada's 2nd largest city with 4.1 million people. Montreal is one of the world's top 5 video game production cities alongside Tokyo, London, San Francisco and Austin. The city excels in the field of artificial intelligence and attracts many university students, researchers and investment for the sector.

## WHO SHOULD PARTICIPATE?

Companies from all industries are welcome to participate. Target sectors in Canada include:

- Precision agricultural technology and equipment
- Automotive and civil aviation
- Defense products and services; safety and security
- Environmental technology
- Healthcare and medical equipment
- Information and Communications Technology - ICT
- Power generation
- Innovative consumer products

See [export.gov](http://export.gov) *Canada Country Commercial Guide* for more detail.

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**Attention: Christa Mummau | [chmummau@pa.gov](mailto:chmummau@pa.gov)**

A participation check of \$600 must accompany this form.

**Registration deadline is February 28, 2020.**

Please make your check payable to the *Commonwealth of Pennsylvania* and forward with a copy of this agreement to:

Pennsylvania Department of Community & Economic Development  
Office of International Business Development  
Attn: Christa Mummau  
Commonwealth Keystone Building  
400 North Street, 4th Floor  
Harrisburg, PA 17120-0225

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
EMAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand, and agree to the following terms necessary to be a participating company in the mission to **Canada 2020**.

- No foreign produced items may be included, except items from foreign countries that have been processed or value-added in Pennsylvania.
- The participating company must have an office and staff or manufacturing facility in Pennsylvania.
- Participating companies assume all risks of participation in the mission to Canada 2020.
- Participants will adhere to the trade mission program and honor all scheduled business appointments. If participants prefer to prepare a personal schedule, prior information and coordination is required.
- All participating companies must provide information on the results attained through participation in this trade mission to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of attending the trade show. This information is confidential and will be held in strictest confidence.

\_\_\_\_\_  
Authorized Representative (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date