

## Washington, D.C. Trade Mission to Canada 2013

### Mission Stops: Toronto and Ottawa

September 18 – 20, 2013

#### Expand Your Sales to Canada!

The DC Chamber of Commerce and ExportDC are organizing a Trade Mission to Toronto and Ottawa from September 18-20, 2013. This trade mission is designed to serve as your gateway into the Canadian market. Briefings and one-on-one business appointments will be coordinated by the U.S. Commercial Service Offices (USCS) in Canada. The mission is open to U.S. companies in all industry sectors, but best prospects for Canada include: information and communication technology/cyber security; renewable energy/energy efficiency; safety and security; architectural design and construction; and travel and tourism. Opportunities exist across all sectors in federal and provincial government procurement.

The Washington, D.C. Trade Mission to Canada from September 18-20, 2013 offers:

- Information and published reports on Doing Business in Canada
- Off-site **one-on-one business meetings** with potential business partners
- Assistance with logistics, and guidance on Canadian customs
- Expert business counseling before, during and after your trip
- USCS Toronto and USCS Ottawa business briefings during your trip

#### Why Canada?

- It **produces successful business relationships** for U.S. companies.
- The U.S. Commercial Service in Canada has four posts to assist U.S. exporters: Calgary, Montreal, Ottawa, and Toronto.
- The U.S.-Canada market is the world's largest bilateral trading relationship.
- U.S. exports of products and services to Canada exceeded total U.S. exports to China, Japan, South Korea and Singapore combined.
- The Canadian federal government spends approximately \$20 billion a year on goods and services. Procurement by the Ontario province alone is estimated to be \$15 to \$20 billion annually, approximately equal to all federal procurement spending.

## DC State Trade and Export Promotion (STEP) Application and Eligibility Criteria – FY2013

- To determine if you are eligible for reimbursement funding, see attached DC STEP Application and Eligibility Criteria – FY 2013.
- For businesses qualified under the DC STEP program, DSLBD/ExportDC will provide a grant award of up to \$4,000 for participation in the Washington, D.C. Trade Mission to Canada. Eligible mission-related activities and expenses include B2B matchmaking services in Toronto, briefings and meetings arranged by the U.S. Commercial Service in Ottawa and Toronto, 75 percent of international and in-country air fare (economy class), and 75 percent of lodging (two nights) based upon U.S. State Department per diems.

Deadline for registering initial interest in the trade mission: Friday, July 19, 2013

To evaluate whether the trade mission applicant has strong potential for the local market, the specialist assigned to your industry at the U.S. Commercial Service in Canada will conduct an application review and market assessment before determining acceptance into the trade mission.

If necessary to seek further clarification about your product/service and business objectives in Canada, the industry specialist may schedule a conference call following application review.

In addition, STEP funding approval is based upon U.S. Commercial Service market assessment and acceptance as a trade mission participant.

No payment will be due until applicant is notified of acceptance into trade mission.

For more information, please contact:

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