Re: Your request for access to information under Part II of the Access to Information and Protection of Privacy Act. (Our File #: BTRCD/20/2015)

On April 2, 2015, the Department of Business, Tourism, Culture and Rural Development, received your request for access to the following records/information:

"I am also requesting all information notes, briefing notes, fact sheets related to/regarding the Export Development."

Clarification of time period: 2014-15;
Clarification of version: final/signed unless no final version available, then last draft;
and,
Clarification of Export Development: export development strategy or approach.

I am pleased to inform you that your request for access to these records has been granted. In accordance with your request a copy of the records are enclosed.

Please be advised that responsive records will be published following a 72 hour period after the response is sent electronically to you or five business days in the case where records are mailed to you. It is the goal to have the responsive records posted to the Office of Public Engagement's website within one business day following the applicable period of time. Please note that requests for personal information will not be posted online.

If you have any further questions, please contact Jonathan Hammond, ATIPP Coordinator, by telephone at 709-729-6811 or by e-mail at JonathanHammond@gov.nl.ca.

Sincerely,

[Signature]

Alastair O'Rielly
Deputy Minister

Enclosure(s)
Information Note
Department of Innovation, Business and Rural Development

Title: Update on Recent missions delivered by the Trade and Investment Division

Background and Current Status:
- For the period of April 1, 2013 to March 31, 2014, the Trade and Investment Division organized and delivered on 19 missions with 96 participants to key geographic markets in the US, EU, South America and China. On average, 4-6 companies participate on these missions depending on the market and the type of mission being organized. For example, a pan-Atlantic mission would normally have fewer NL participants due to size restrictions whereas an NL only mission could have up to 10 companies.
  - Aerospace and Defense (Washington DC), April 2013
  - Supplier Diversity (New Orleans), April 2013
  - Film and Television Producers (Los Angeles, CA), June 2013
  - Premier’s Mission (China), June 2013
  - Southeastern United States/Canadian Province Alliance (SEUS/CP Alliance), July 2013
  - Ocean Tech (Brazil), August 2013
  - Multi-sector (Ireland), September 2013
  - Multi-sector (Panama/Costa Rica), September 2013
  - Ocean Tech - Oceanology (China), September 2013
  - Supplier Diversity (South Florida), October 2013
  - Multi-sector/Energy (UK), October 2013
  - CAP (Brazil), October 2013
  - Supplier Diversity (Toronto), November 2013
  - Smart Ocean (Belfast), January 2014
  - Northern Lights (Ottawa), January 2014
  - Film and Television Producers (Berlin), February 2014
  - ATC Houston, February 2014
  - Oceanology, London, UK and Ireland, March 2014
  - Globe, Vancouver, BC

- The purpose of these missions is to support market entry for our participants. Typically a matchmaker is hired to establish 5 or more meetings for each company prior to going to market. Most often, these meetings are to support sales in the market by finding agents, distributors or direct clients. Other participants may be at an earlier stage of market access and are interested more in market research and whether the opportunities are adequate for further development. Our surveys and post mission debriefs indicate that over the past number of years over 70% of participants met their mission objectives which included, 37% signed partnership agreements as part of the mission, approximately 1/3 report immediate sales, and 70% expect sales within the next 12 months.

- This period was a particularly busy time for the Trade and Investment Division with a significant number of high level outgoing and incoming missions in key markets. Following is a high level summary of activities and results:

General Multi-sector (examples):
- In April 2013, the Aerospace and Defence Industry Association of NL, ACOA, and IBRD led a delegation of 7 NL companies on a trade mission to the US Mid-Atlantic region (Washington, DC, Maryland, and Virginia). The focus of this mission was to attend the Sea-Air-Space 2013 tradeshow from April 8-10, 2013. Companies were primarily from the aerospace and defence,
security, and ICT sectors. The participants deemed the mission a great success, and ADIANL, ACOA, and IBRD are continuing to work closely together to implement a market plan for this region for the next year. In October, funding in the amount of $100,000 was provided to ADIANL to develop a business network of companies interested in the market and hire in-market resources to support the companies and their efforts for the next year. The Division is working closely with this file and a number of activities are planned for 2014.

- US (Los Angeles): In June 2013, IBRD in partnership with Newfoundland and Labrador Film Development Corporation (NLFDC) and ACOA led a very successful international business development mission to Los Angeles, California focusing on the emerging and mid-level film and TV producers from our province. Nine NL companies participated in The Producer’s Guild of America, Produced By 2013 conference and had one-on-one business-to-business matchmaking meetings, met with distributors, executive producers, casting agents and financiers. Product screening, networking opportunities, industry tours highlighted this premier LA based event for producers. The business program took into account that the emerging/mid-level producers are still building capacity within their company and honing their skill as a producer. The LA market is a great training ground for participants as there is a cluster of same size companies that are looking for partners to produce film/TV and new media projects as well as established companies looking for new producer talent to work with. The Division works very closely with NLFDC and companies in this sector. In response to their requests, another activity is underway for a large international event in Berlin for the more advanced and mature producers, as well as an activity in LA for emerging producers.

- Southeastern United States/Canadian Province Alliance (SEUS/CP Alliance): In July 2013, Minister Hutchings led a trade mission to participate in the SEUS/CP Alliance to promote trade and export opportunities with the six Southeastern US states. NL had a strong delegation of 11 companies and organizations in attendance. This mission targeted companies from a variety of sectors including:
  o professional services
  o life sciences and health technologies
  o global gateways
  o marine, defense and security
  o clean tech
Already plans are underway for the SEUS/CP conference in Raleigh, NC scheduled for May 4-6, 2014. As this coincides with the annual OTC Conference in Houston which the Premier always attends, it is recommended that Minister Johnson attend.

- US (South Florida): In October 2013, IBRD led a Women in Business mission to Miami, Florida to promote trade and export opportunities. This mission focused on supply chain entry through supplier diversity for women business owners. Businesses benefitted from one-on-one matchmaking and participated in the Women’s Business Development Council Annual Business Opportunity Fair and Global Good Morning workshop and training session. Companies are now following up with prospective business leads.

- Supplier Diversity: IBRD is led a trade mission to Toronto, ON with 13 NL businesses, to participate in the WeConnect Canada Opening Doors Annual Conference and Business Fair. Companies learned about WeConnect Canada certification and how to leverage the certification into real business opportunities. We anticipate many of the companies that participated in this event will move forward with certification and develop plans for entering the natural resource and corporate supply chains and international markets.
IBRD partnered with NLOWE on both of these initiatives. It is a longstanding initiative with NLOWE that looks to introduce new companies to supplier diversity as a mechanism for growth, and to bring certified, more mature companies into export markets. The partnership has seen good results with an increase in the number of companies expressing interest and participating in activities. We have also increased the number of companies looking into export markets. Some have found agents, distributors and in some cases, sales. Two other events are being planned for 2014 including an international conference in Philadelphia, PA and a follow-up mission to Florida.

- Ireland: In September 2013, IBRD led a multi-sector business development mission to Ireland. This mission coincided with the Ireland Canada Business Gathering Summit led by the Ireland Canada Chambers of Commerce. This event is designed to 'Celebrate and Strengthen the Business Links between Ireland & Canada. Two companies participated in this mission. Follow-up is continuing. With the announcement of the CETA Agreement, there has been considerable interest expressed in Ireland specifically, and the EU generally. In January, our Ireland in-market consultant and an expert in ocean tech form SmartBay Galway, visited the province and spoke at two information sessions. Over 50 people attended the general session and over 60 attended the more specific ocean tech session. A mission is planned to Oceanology International in London in March with a possible addition to Ireland. As well, the interest expressed through the attendance at these sessions will be evaluated and a full workplan for the EU will developed for the coming year.

- ATC Houston: The Offshore Technology Conference (OTC) held annually in Houston, Texas is known as the world’s largest offshore energy conference. Recognizing the Arctic as a growing area of interest and opportunity, the OTC organization launched its first Arctic Technology Conference (ATC) in February 2011. This highly focused conference consists of a technical program and exhibition, and attracts more than 1,300 attendees and 52 exhibitors from around the world. NL had a strong presence at ATC 2014, with a delegation of 65 NL participants representing 29 organizations. Experts from the province also took part in 30 presentations during the technical sessions that focused on cutting-edge technologies and innovative practices needed for exploration and production of energies in the Arctic. NL’s booth at the exhibition was also a stand-out bringing significant attention to the province.

- The Provincial Government has participated in all three ATC events to date, and from the inaugural event in 2011, along with the City of St. John’s, has shown keen interest in bringing the prestigious conference to the province. Through our success and strong presence at ATC 2014, Newfoundland and Labrador has been chosen to host ATC 2016. Premier Marshall made this announcement at OTC in Houston last week.

China:

- In June 2013, Premier Dunderdale led a trade mission to China to promote investment opportunities in the province, particularly in the natural resource sector. While in China, the Premier and delegation met with the National Development and Reform Commission (NDRC). As one of the highest profile ministries in the Chinese Government, the NDRC sets policy for nearly all key industrial sectors in China and is responsible for approving Chinese foreign investments. The NDRC has a strong interest in mining and energy developments and this meeting allowed the delegation to highlight mining and oil and gas development opportunities in the province to senior officials within the NDRC.

- The delegation also met with Hebei Iron and Steel which is the largest steel producer in China and third largest in the world, and which has interests in Labrador’s mining sector. The Premier also hosted a meeting to outline mining investment opportunities to other leading Chinese companies.
Meetings with the NDRC and Chinese mining companies allowed the provincial delegation to promote Newfoundland and Labrador as a mining friendly, politically stable jurisdiction with world-class opportunities in all stages of development from early stage exploration to operational mines. Meetings were also held with the Chinese National Offshore Oil Company (CNOOC) and the Sinopec Group to highlight Newfoundland and Labrador’s tremendous offshore potential.

- The mission also resulted in the signing of a new memorandum of understanding (MOU) on trade between Newfoundland and Labrador and the Zhejiang Province of China as well as six MOUs related to post-secondary education. Also while in Zhejiang, the Premier spoke to 20 or more Chinese companies about potential investments in the province.

- Immediately following this mission, NL led a pan-Atlantic project which saw a delegation of 25 people from the China Ocean Technology sector visit our region. The delegation included 23 OT sector researchers, educators and entrepreneurs as well as Trade Commissioners from Canada’s posts in Shanghai and Qingdao. The tour included visits by representatives to all four Atlantic Provinces. Initial discussions indicated there are significant partnership opportunities to be pursued in this sector.

- In September 2013, IBRD attended Oceanology Shanghai along with 4 NL ocean tech companies (E-Sonar, GRI Simulations, PanGeo Subsea and Rutter Inc.) as part of a pan-Atlantic initiative. E-Sonar & PanGeo Subsea indicated that this was their first time in the China market. All participants reported some degree of success, with Rutter concluding at least 8 sales and E-Sonar reaching an agreement on distribution. E-Sonar will be returning to Zhejiang province in November to finalize their arrangement and possibly conclude a sale. GRI is still following up on leads generated and while PanGeo was not successful in finding the right partner to generate business, they did report that the market is still of interest to them. They believe that opportunity is there if they find the right client for their products. All companies reported that they would return for Oceanology Shanghai 2014.

- As a result of the significant activity in China, IBRD is leading a government wide initiative to develop a broad based strategy for China which would include all departments in government active or interested in the market. Meanwhile, plans are underway to return to Oceanology Shanghai and to bring another incoming ocean tech delegation to the region. As well, COF is examining the potential of another mission to China this fall.

Brazil:

- In June 2013, a number of delegations from Brazil visited NL and other Canadian provinces. One group from Rio Grande du Sul visited St. John’s to prepare for a potential visit by their Governor later this year, and a group of journalists representing transportation and logistics publications, undertook a familiar tour of the Atlantic region.

- In August, IBRD partnered with ACOA and Nati to attend the Navalshore tradeshow in Rio de Janeiro. This marked the first ever trade mission to Brazil that was exclusively for NL organizations. Five NL companies and two academic institutions participated in the event. Feedback from delegates was very positive, and as a result of the leads generated, several of the delegates registered for the Council of Atlantic Premiers mission scheduled for October.

- In early October, Petrobras led a delegation to St. John’s and Calgary to recruit companies for their supply chain. The delegation was led by the company’s CFO, Mr. Barbassa. An information session was held and over 40 companies attended to learn about the company’s business plan for the next 5 years which includes investment of $240 billion, and how they can gain access to
the company's supply chain. In addition, one-on-one meetings were held with a large number of NL companies. Immediate results indicate a significant number of NL companies now being interested in this market, with many being invited to present to senior executives within Petrobras in the coming months. Many of the companies recruited for the CAP mission used this event to build connections and momentum for the October mission.

- On October 20-25, NL participated in a CAP trade mission to Brazil, and was represented by the Minister of Advanced Education and Skills, Kevin O'Brien. The other Heads of Delegation for the Maritime Provinces included Premier Robert Ghiz (PEI), former Premier Darrell Dexter (NS) and Minister Bruce Fitch, Economic Development (NB).

- NL's government delegation included Minister O'Brien, his Executive Assistant and two officials from each of the Departments of IBRD, and MIGA. NL's business delegation included twelve business and education delegates. While in Brazil, Minister O'Brien participated in numerous meetings to support the business interests of our educational institutions and business delegation.

- Significant early outcomes have been reported including signature of a Memorandum of Understanding between Memorial University and USP on bioscience; strong prospects between Memorial University's Faculty of Business Administration and Brazilian universities to deliver joint degree programs in both Sao Paulo and Rio de Janeiro; meetings with Petrobras' Manager responsible for Procurement resulted in a number of NL companies (Marine Industrial Lighting, SubC Control, Rutter and GRI Simulations) being sponsored to attend executive-level meetings with Petrobras in the coming months; and all companies report productive meetings identifying multiple business development opportunities for participating companies with Brazilian partners.

- A full debrief with all companies that participated in Brazil activities this past year is being undertaken to determine next steps. Feedback from companies will determine the work plan for the Division but it is already anticipated that webinars on key topics like intellectual property and legal considerations of working in Brazil, as well as a number of smaller pan-Atlantic in-market initiatives will be undertaken.

Prepared/Approved By: L. Spurrell/D. Genge
Date: May 13, 2014
### Economic Value – NL

<table>
<thead>
<tr>
<th>Total number of exporters:</th>
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<tr>
<td><strong>Total Exports, all products, all countries (excluding Canada):</strong></td>
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<tr>
<td>2012: $11.291 billion</td>
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<td>2013: $11.945 billion</td>
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<tr>
<td>2014: $12.269 billion</td>
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<tr>
<td>(Industry Canada Stats)</td>
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<td><strong>Excluding crude oil and related products, mining, aerospace product and parts manufacturing, seafood, and newsprint:</strong></td>
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<td>2012: $142,395 million</td>
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<td>2013: $139,245 million</td>
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<td>2014: $183,915 million</td>
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<td>(Industry Canada Stats)</td>
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<td><strong>NL Exports as a Percent of GDP – 2013</strong></td>
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<tr>
<td>Exports of goods and services - 62.4%</td>
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<td>Exports to other countries - 43.0%</td>
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<tr>
<td>Exports of goods to other countries - 40.6%</td>
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<td>Exports of services to other countries - 2.4%</td>
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<td>NL Stats Provided Jan 21, 15</td>
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<tr>
<td><strong>NL Exports 2013 Prices: Current prices (x 1,000,000)</strong></td>
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<tr>
<td>Exports of goods and services - $22,345</td>
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<td>Exports to other countries - $15,420</td>
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<tr>
<td>Exports of goods to other countries - $14,552</td>
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<td>Exports of services to other countries - $868</td>
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<td>NL Stats Provided Jan 21, 15</td>
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<td><strong>FDI Performance and GDP Growth</strong></td>
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<td>Newfoundland and Labrador excels on two indicators. On the inward greenfield FDI performance index, Newfoundland and Labrador ranks first overall, scoring an &quot;A+&quot; grade. The province's mining sector and offshore oil resources have attracted a large portion of FDI relative to its economic size.</td>
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<td>Newfoundland and Labrador also ranks first and scores an &quot;A+&quot; on GDP growth, with 7.9 per cent growth in 2013. Like the two other &quot;A+&quot; provinces on this indicator, Saskatchewan and Alberta, Newfoundland and Labrador has benefited from its natural resource base and high commodity prices.</td>
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<td>Newfoundland and Labrador also does well on employment growth, scoring an &quot;A&quot; grade. However, the province's employment growth of 1 per cent in 2013 was modest—its &quot;A&quot; is more of a reflection of poor growth in peer countries, primarily the eurozone countries.</td>
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<td>Source: Conference Board of Canada's Website</td>
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<td><strong>Number of Exporters/Clients we served with funding</strong></td>
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<td>2011-2014 - 269 clients over a 3 year period</td>
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<td>2013-2014 - 95 companies/organizations</td>
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<td>Programs for missions/international business development activities</td>
<td>2014-2015 to date - 81 companies/organizations - Clients</td>
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| Number of Outgoing Trade Missions                           | 2013 - 2014 there were 20 missions with 96 Industry Participants  
2014 - 2015 to date - 22 missions with 146 industry participants. |
| These missions have supported companies within various growth sectors. These sectors include: Ocean Technology, Oil and Gas, Education, Aerospace and Defence, Supplier Diversity, Film and Television, Music, Digital Media, Advanced Manufacturing, ICT, Professional Services, Food and Beverage, Mining, and Financial. We offer sector specific missions as well as multi-sector missions depending on business needs and market opportunities. |
| Number of Incoming Trade Missions                           | April 1 to date – 5 incoming trade and investment missions  
- China (1 investment & 1 OT)  
- Brazil  
- Washington  
- Caribbean Development Bank |
| Surveys                                                      | Our surveys and post mission debriefs indicate that over the past number of years over 70% of participants met their mission objectives which included, 37% signed partnership agreements as part of the mission, approximately 1/3 report immediate sales, and 70% expect sales within the next 12 months. Clients must complete survey to finalize funding support with BTCRD. |
| Markets Serviced                                            | United States  
United Kingdom  
Ireland  
European Union  
China  
Brazil  
Caribbean |
| Client Outreach                                             | Since Feb 2013 the Trade Division has facilitated 58 separate outreach activities. Activities included: information sessions, webinars, presentations on BTCRD programming, market intelligence, export 101, Trade Show Training, Pre-mission training/networking, one on one meetings with experts. |
BTCRD’s mandate for International Business Development (IBD)

To meet the increasingly rigorous demands of a complex and competitive global economy, BTRCD’s International Business Development Division (IBD) supports the Ministry’s economic development mandate to grow the economy through the provision of targeted trade development-focused resources, programs and services for small and medium sized (SME) clients and industry stakeholders engaged in, and/or pursuing, international business opportunities.

International trade plays a critical role in Newfoundland and Labrador. The province and the rest of Canada represent only a small portion of the potential market available for many goods and services we produce. International business development opportunities across a multitude of sectors in Newfoundland and Labrador abound and have been further enhanced by the liberalization of trade, global supply chain opportunities, the emergence of economic cooperation and fundamental shifts in the global marketplace.

The aim of the IBD Division’s work is to expand SME export capacity in the province - increasing the volume and value of their goods and services destined for international markets and in turn, the positive impact of SMEs on the provincial economy.

- Position the province, and/or industry within a key market or sector
- Advance the business development objectives of the province and clients
- Gather knowledge, insights and develop strategic relations

BTCRD’s Programs and Services (IBD focus)

The IBD Division’s suite of resources, programs, services, and tools are available to assist and move firms along the stages of the export continuum - where reaching export diversification is the aim. The suite supports four key aspects of doing business abroad, each of which are value-added services aimed at giving NL SME clients a competitive edge through capacity building tools and risk mitigation strategies:

- Assessing Market Potential
- International Market Preparation
- Matching Companies with Qualified Leads in Market
- Problem Resolution/Export Readiness

In 2013 BTRCD consolidated over 20 programs to two umbrella funds in an effort to ensure program resources are flexible and better able to meet the needs of clients. BTRCD also offers funding to companies for Department-led IBD and follow-up activities through travel stipends. Businesses can receive a maximum of $10,000 per year for stipends and repeat trips will be limited to two trips per market.

Through 2011-14, BTRCD facilitated national and international marketing opportunities and organized 77 trade missions involving over 300 industry and business participants. BTRCD’s investment of $600,000 through travel stipends allowed these companies to explore and access market opportunities.
Based on the province’s core sector strengths and capabilities, global trends and opportunities, and natural trading relationships, the trade side of the IBD team is structured around strategic geographic markets of focus:

- **US Market Team** includes South East US, New England, US Mid-West, Washington, California
- **Latin America/Caribbean Team** includes Panama, Brazil and the Caribbean
- **Western Europe Team** includes Greenland, Iceland, EU including UK and Ireland
- **Asia Pacific Team** includes India and China

With the incorporation of the Investment Attraction team of the Department of Business with BTRCD, the Department is now delivering an integrated trade and investment model. This enables a more cohesive and fulsome approach to markets and international business development. Elements include:

- The Division will be more client focused in the delivery of its services with client’s growth needs driving the actions of the group;
- Trade Officers will deliver the full spectrum of integrated trade in their assigned market from pure export and sales to inward investment leads if they fit within the province's investment strategy;
- A review of markets will be undertaken based on feedback and input provided by clients to determine if existing markets are still relevant and if other markets that are not being addressed are of interest to local SMEs;
- Our approach to inward investment attraction to the province will change to be more focused around the core strengths and business opportunities present in the province. It will build on and strengthen existing capacities to further advance economic development in the province.

**BTRCD collaborates with Industry Associations on International Business Development**

**Outsmart**

Outsmart is a proposal submitted by NATI (Newfoundland and Labrador Association of Technology Industries) which aims to support five technology companies to enhance their international marketing efforts by utilizing the expertise of Group M5. Technology based companies traditionally have expertise in concept development, prototype design and early commercialization. However, they often lack the required supports from practical business development areas (such as marketing) to reach their full potential. Outsmart tackles this area through a three phase program including: 1. Insight and Execution; 2. Online Presence Development; and 3. Aftercare. Specifically, each participating firm will receive the opportunity to improve their online productivity, receive a detailed plan for their international market development and will be provided technical assistance for three months post project to ensure success. Overall, this project is very consistent with the departments approach in assisting companies to be more productive and competitive internationally as they pursue new market abroad.

This program was very competitive and ten applications were received for five openings. The selection of these firms was conducted through the project management
committee, which has representatives from BTCRD, NATI and Group M5. The criteria were focused on firms with strong export experience and committed senior leadership input within each company. Selected participating firms include Blue Ocean Satellite Systems, SubC Control Ltd., Camouflage Software, Always in Vogue and Atlantic Minerals. The total project budget is $364,000 with participating companies contributing $105,000 in total, Group M5 contributing $70,000 and BTCRD contributing $189,000.

Mid-Atlantic US
Since January 2013, BTCRD, the Aerospace and Defence Industry Association of NL (ADIANL), and the Atlantic Canada Opportunities Agency (ACOA) have closely collaborated to increase in-market success in the US Mid-Atlantic market for Newfoundland and Labrador companies. To facilitate these efforts, BTCRD provided a $100,000 investment to support the Mid-Atlantic Business Development Network (MABDN).

The MABDN is a mentoring program designed to assist Newfoundland and Labrador's small and medium-size businesses to take advantage of opportunities in the US (specifically, in Washington, DC; Maryland; and, Virginia), thereby increasing productivity and improving competitiveness. In-market consultants Dr. Tom Cellucci (Tom Cellucci and Associates) and Hatice Murphy (Infuze International) have been hired to facilitate the development of international business capacity and market access and supports through trade missions, sectoral export strategies, export skills development and educational activities.

Funding was used to implement a collection of activities in support of trade in the defense and security sector; to foster market opportunities for local companies in the Washington, D.C. region; and, to equip NL participating companies with the necessary in-market knowledge for success in this targeted market.

Companies participating in the MABDN network include Bluedrop Performance Learning, EXCITE Corporation, Gander Airport Authority, Solace Power, Seaformatics, Agile Sensor Technologies, GRI Simulations, Camouflage Software, Compusult, Tract Consulting, and PanGeo Subsea.

NLOWE
NLOWE helps women entrepreneurs start, grow and advance successful, leading-edge businesses that capitalize on emerging economic opportunities. NLOWE understands that businesses face unique challenges and opportunities and they can give support to businesses to develop and grow their business.

With export as a major focus they have been able to assist companies with exploring new markets, prepare them to do business in those markets through business counseling and training and then provide in-market support when the client visits the markets through the co-lead (BTCRD) trade missions. In addition to this, NLOWE has made connections outside our current US market initiatives into the United Kingdom, Ireland and India. NLOWE continues to use a client driven approach to exploring new markets.

BTCRD continues to work closely with NLOWE and their trade team to develop the women in business sector. In 2013, BTCRD contributed $76,875 (25% of project) and that allowed
NLOWE to leverage the 75% contribution from ACOA for the amount of $232,732. In 2014/2015, BTCRD is supporting NLOWE in the amount of $100,000 through the Regional Development Fund-Partnership. The RDF-Partnership funding from BTCRD represents 6.1% of the total project costs (within the Regional Development Fund guidelines). Total Provincial funding is at 42.3% ($589,115 from AES-SEB), while total Federal funding is at 56.1% ($913,002) and 1.6% is generated by NLOWE through membership fees. These types of collaborations with NLOWE are supported by the IBD division of BTCRD as it provides significant potential for regional economic benefits.

**BTCRD is diversifying IBD opportunities for clients by focusing on emerging markets**

**BRAZIL**

Brazil has been home to one of the world’s fastest growing economies and powerhouse of South America with a GDP of 2.4 trillion. The country continues to be one of the world’s most active offshore oil and gas regions of the world. Dominated by state owned Petrobras, their business plan includes investing over $224 billion in exploration, production, refining, transportation and distribution. The oil and gas industry is expecting to increase the number of offshore supply vessels in Brazil from 136 in 2012 to 358 by 2020. Also, there are 73 offshore production platforms/vessels under construction or planned the coming years. The province is in trade surplus with Brazil with exports growing from over $1 million in 2006 to $41 million in 2013. The most recent trend in the province’s export growth to Brazil is the diversity of exports from primarily natural resources to technology and knowledge based products and services.

Since 2009, IBRD has been working to identify, evaluate and pursue opportunities in Brazil for NL companies and organizations. BTCRD has assisted in six missions, led two Atlantic Canadian market studies and assisted in hosting 8 incoming delegations. Brazil is a target market for a select group of Newfoundland and Labrador companies due to the strong growth potential of this emerging economy. In particular, Brazil’s offshore oil and gas industry is providing many opportunities and local export leaders are focused on providing new technology to harness this market’s tremendous potential. However, experienced local exporters are in agreement that in order to be successful in Brazil it is important to be in market, build strong alliances and follow up with sales support.

**CHINA**

NL and China have strong trade and economic relations. For 3 of the past 4 years China has held the position as NL’s 2nd largest export market, behind the US. In 2013, NL exports to China comprised $1.46B of the Province’s $11.8B total exports worldwide. Most exports from NL are from the mining or seafood sectors. In services, the province’s educational institutions have been very active in the market, and have made steady progress in attracting students to the province.

Since 2011, BTCRD has focused efforts on developing ocean technology (OT) opportunities in China for the NL OT community. For the past two consecutive years BTCRD hosted 2 delegations of as many as 25 researchers, educators, and entrepreneurs from the China Ocean Technology sector in our region. Also for the past two years, BTCRD has led OT trade
missions around Oceanology China International, the premier exhibition for ocean technology in Asia. These international business development activities are designed to showcase the industry's expertise to the world, therein facilitating valuable business relationships and economic benefit. To support the NL OT industry further, BTCRD commissioned a report in 2014 on targeted opportunities that exist for local companies in the Zhejiang, the coastal province with which NL has an existing MOU. That information will be delivered to ocean tech companies in spring 2015 to help minimize risk and maximize their efforts in the Chinese market.

Recognizing the need to further coordinate government initiatives and drive mid to long term goals, BTCRD, in 2014, pulled together a cross-government China Committee to collaborate on China-focused trade and investment activities. The first step of this Committee was to analyze the trade and investment activities currently being undertaken between Newfoundland and Labrador and China with insight as to what has been successful and where the challenges and barriers exist. This analysis has just been completed and will be used to create a provincial China strategy. BTCRD recognizes the growing international importance of China and is therefore committed to growing the NL-China relationship.
BCTRD’s mandate for International Business Development (IBD)

To meet the increasingly rigorous demands of a complex and competitive global economy, BCTRD’s International Business Development Division (IBD) supports the Ministry's economic development mandate to grow and diversify the economy through the provision of targeted trade development-focused resources, programs and services for small and medium sized (SME) clients and industry stakeholders engaged in, and/or pursuing, international business opportunities.

International trade plays a critical role in Newfoundland and Labrador. The province and the rest of Canada represent only a small portion of the potential market available for many goods and services we produce. International business development opportunities across a multitude of sectors in Newfoundland and Labrador abound and have been further enhanced by the liberalization of trade, global supply chain opportunities, the emergence of economic cooperation and fundamental shifts in the global marketplace.

The aim of the IBD Division’s work is to expand SME export capacity in the province – increasing the volume and value of their goods and services destined for international markets and in turn, the positive impact of SMEs on the provincial economy.

- Position the province, and/or industry within a key market or sector
- Advance the business development objectives of the province and clients
- Gather knowledge, insights and develop strategic relations

In 2014/15, BCTRD’s international business development activities comprised 22 national and international business missions and events with 146 participants, five inbound missions, 58 outreach sessions including: training, information and networking sessions, market awareness, webinars, export readiness, export diagnostics, newsletters, etc. and five sector specific projects undertaken in collaboration with industry associations and Federal Government partners.

To date, the Trade and Investment branch supported 81 NL-based clients (businesses and organizations) in 2014/15 representing 30% of the total clients served since 2011 (269). The total contribution required for these activities through the BDS is $703,493. All of these initiatives were in support of the department’s mandate relative to trade and export development, and promoting the province and its industries as a destination for investment.

During 2014/15, the department initiated a new management process for the planning and execution of strategic international development missions and events. The intention of this process is to ensure longer term planning and budgeting of the tactical missions and events coordinated by the department. This process supports the international business and sector development objectives of the department and its clients. Trade and Investment financial projections related to travel, marketing and market development supports is predicated upon this plan and further informed by joint government initiatives.
undertaken through the IBDA agreement, among others. The Business Development Support program (BDS) is the primary funding instrument offered by the department to offset costs incurred by clients participating in international business development projects.

In 2015/16, the Trade and Investment Branch will be developing a multi-year international business development plan which builds upon the work that it has started in 2014/15. This development plan is an integrated approach which comprises of:

1. An existing market strategy, primarily to the US, focusing on introducing new exporters and sector specific growth opportunities such as supplier diversity, film/television and aerospace and defense.
2. Expanding opportunities in the EU for export ready and seasoned exporters related to emerging opportunities that may come from trade agreements such as CETA.
3. Emerging markets plans predicated on integrated trade and investment opportunities for more mature firms, and the province, in markets such as China and Brazil. The China jurisdictional analysis was conducted in 2014/15 for an inter-departmental working committee led by BTCRD and the subsequent strategy will be completed in 2015/16. The departments involved include BTCRD, NR, DFA, AES and IGA.

In 2014/15 BTCRD is supported a number of business networks focused on priority market development strategies for cohorts of NL businesses. BTCRD has had considerable success working in areas such as supplier diversity/women in business, aerospace and defense, film/TV and Ocean Technology. There are several projects currently underway including the Mid-Atlantic International Business Development Network led by the Aerospace and Defense Industries Association, the Caribbean Development Network led by the Newfoundland Environmental Industries Association, Women in Business Trade Program with NLOWE, Shared Trade Resource with CME, NEIA and ADIANL and the OutSmart Initiative led by Nati. These represent joint projects among the department, industry associations, ACOA, and industry.

Trade and Investment branch is projecting that 80-90 clients will require financial support to enable them to achieve their IBD objectives for the year. In 2015/16, IBO intends to conduct up to 25 National and international business missions and events, 5 development projects undertaken in collaboration with Industry Association and Federal Government partners. Trade and Investment is projecting that $700,000 will be required through BDS to assist these clients and to enable the department's IBD initiatives to proceed.
Information Note
Department of Innovation, Business and Rural Development

Title: Approach to International Business Development

Issue: To provide background information on Innovation, Business and Rural Development’s (IBRD) approach to international business development.

Background and Current Status:

- To meet the increasingly rigorous demands of a complex and competitive global economy, IBRD’s Trade and Export Development Division (TED) supports the Ministry’s economic development mandate to grow the economy through the provision of targeted trade development-focused resources, programs and services for small and medium sized (SME) clients and industry stakeholders engaged in, and/or pursuing, international business opportunities.

- International trade plays a critical role in Newfoundland and Labrador. The province and the rest of Canada represent only a small portion of the potential market available for many goods and services we produce. Trade opportunities across a multitude of sectors in Newfoundland and Labrador abound and have been further enhanced by the liberalization of trade, global supply chain opportunities, the emergence of economic cooperation and fundamental shifts in the global marketplace.

- The aim of TED’s work is to expand SME export capacity in the province – increasing the volume and value of their goods and services destined for international markets and in turn, the positive impact of SMEs on the provincial economy.

Our Clients:

- Operating across a range of priority industry sectors (including: women in business and supplier diversity, food and beverage, ocean and information technology, education and training, industrial supply and service, commercial services, cultural industries, life sciences, transportation and advanced manufacturing), our clients can be broadly classified into four categories relative to their stage of export (position in the export continuum):

  o **Potential exporter**: a NL company that engages in sporadic international sales, or none at all, for which an export process is appropriate as confirmed by an export diagnostic and a corporate appraisal. A potential exporter is selling in their domestic market and is ready to undertake its first structured export process or is implementing an export plan to develop its first export market.

  o **New exporter**: a NL company which, over the past 24 months, has begun making significant or repeat sales in at least one market outside of the country by implementing a market penetration strategy.
- **Consolidating exporter**: a NL company that has had recent and repeat sales in a market outside the country and is increasing its presence in that market by implementing a growth strategy and achieving firm export results.

- **Diversifying exporter**: a NL company that has had recent and repeat sales in a market outside the country and is undertaking activities to break into a new market. Diversification means moving into another country.

- These clients have a variety of goals and objectives with respect to international trade and could include any of the following:
  - Match demand with excess capacity
  - Move beyond current, saturated market
  - Expand demand beyond limited local market
  - Generate more profits from operations
  - Gain knowledge or technology transfer from new market
  - Grow business through new partnerships
  - Expand human and financial resources
  - Attract international angel investment

**Our Services:**

- TED’s suite of resources, programs, services, and tools are available to assist and move firms along the stages of the export continuum - where reaching export diversification is the aim. The suite supports four key aspects of doing business abroad, each of which are value-added services aimed at giving NL SME clients a competitive edge through capacity building tools and risk mitigation strategies:

  - Assessing Market Potential
  - International Market Preparation
  - Matching Companies with Qualified Leads in Market
  - Problem Resolution/Export Readiness

- Based on the province’s core sector strengths and capabilities, global trends and opportunities, and natural trading relationships, the Trade Development Team is structured around strategic geographic markets of focus:

  - **US Market Team** includes South East US, New England, US Mid-West, Washington, California
  - **Latin America/Caribbean Team** includes Panama, Brazil and the Caribbean
  - **Western Europe Team** includes Greenland, Iceland, EU including UK and Ireland
  - **Asia Pacific Team** includes India and China

- As international business has evolved beyond the traditional definition of merely importing and exporting, so too has IBRD’s inclusive and coordinated approach to
trade development. Export Development Canada (EDC) coined the term “integrative trade” to capture all the elements of international business including the sale and purchase of goods and services (exporting and importing), Canadian investment abroad, foreign direct investment in Canada, and international science and technology partnerships.

- With the incorporation of the Investment Attraction team of the Department of Business with IBRD, the Department’s now delivering an integrated trade and investment model. This will enable a more cohesive and fulsome approach to markets and international business development. Elements Include:
  - The Division will be more client focused in the delivery of its services with client’s growth needs driving the actions of the group;
  - Trade Officers will deliver the full spectrum of integrated trade in their assigned market from pure export and sales to inward investment leads if they fit within the province’s investment strategy;
  - A review of markets will be undertaken based on feedback and input provided by clients to determine if existing markets are still relevant and if other markets that are not being addressed are of interest to local SMEs;
  - Our approach to inward investment attraction to the province will change to be more focused around the core strengths and business opportunities present in the province. It will build on and strengthen existing capacities to further advance economic development in the province.

Prepared/Approved by: L. Spurrell / D. Genge
Date: April 14, 2014
Key Messages: Trade
October 2014

- From April 1, 2013 – September 30, 2014 there were 30 missions with 134 industry participants to markets in the US, EU, South America and China. We have made massive progress in establishing our place in the international markets and emerging markets in China and Brazil. (April 1, 2013 – March 31, 2014 there were 20 missions with 96 Industry Participants).

- These missions have supported companies within various growth sectors. These sectors include: Ocean Technology, Oil and Gas, Education, Aerospace and Defence, Supplier Diversity, Film and Television, Music, Digital Media, Advanced Manufacturing, ICT, Professional Services, Food and Beverage and Financial. We offer sector specific missions as well as multi-sector missions depending on business needs and market opportunities.

- Our surveys and post mission debriefs indicate that over the past number of years over 70% of participants met their mission objectives which included, 37% signed partnership agreements as part of the mission, approximately 1/3 report immediate sales, and 70% expect sales within the next 12 months.

- The Trade and Investment Division offers a variety of business capacity tools including information sessions, counselling, export diagnostics, market entry activities and market intelligence. IBRD works with clients to identify, match their strengths to prioritize their growth potential, and support them with their market entry strategies.

- IBRD also educates the business community of the opportunities created by domestic and international trade negotiations. By strengthening the dialogue between government and business, IBRD ensures Newfoundlanders and Labradorians are informed of the business opportunities, climate and culture that will shape relationships with our trading partners around the world.

- The newly negotiated Canada-European Union Comprehensive Economic and Trade Agreement (CETA) is a prime example of how IBRD strives to unlock new opportunities for businesses in Newfoundland and Labrador. This new free trade agreement will provide enhanced trade and investment opportunities for Newfoundland and Labrador by opening new markets.

- IBRD's representation during domestic and international trade negotiations improve conditions for international business development by improving market access, easing regulatory barriers, and guaranteeing more transparent rules for the flow of goods, services and investments.
- IBRD supports and facilitates various business networks that have been created to advance company’s growth by coming together to focus on trade and export development opportunities, training and market reach. These networks companies from the environmental, aerospace and defence and supplier diversity sectors to name a few.

- IBRD works with industry associations, provincial and federal governments, foreign partners, and other stakeholders to advance mutually beneficial international business development goals. With this collective approach IBRD is able to access more opportunities in a wider variety of markets and sectors and in turn provide more support for the province’s business community.

- IBRD has integrated the core elements of the trade and export development programming into its two new funding programs. These new programs will continue to support businesses in their efforts to growth their businesses and reach new international markets.

- Success
  
  - Dynamic Air Shelters (Advanced Manufacturing) - Grand Bank, NL participated in IBRD’s business development mission to Ireland and the UK this past year. During their mission, they were able to meet with over 10 companies, and now have the ability to choose from several potential partners to assist their growth in the UK.

  - Bluedrop Performance Learning (ICT) – St. John’s, NL attended the US Navy League Sea-Air-Space Show in Washington in April 2013. As a result of this event, their sales pipeline has grown approximately 20%.

  - E-Sonar (Ocean Technology) – St. John’s, NL participated in Oceanology Shanghai in September 2013. This was their first venture into the China market. As a result of attending this international business development mission, E-Sonar has concluded an agreement with a Zhejiang based organization on sales and distribution of their products in the China market, and will be returning to market to conduct sea trails and product training session within the next month.

  - Best Boy (Film/TV) – St. John’s, NL Best Boy participated in two recent missions: March 2013 to Los Angeles, California. Best Boy signed a co-production with L.A. Based production company Circle of Confusion for their genre films. February 2014 to Berlin, Germany. The mission was a joint project between IBRD, ACOA and NLFDC and was the first for Europe. Best Boy had high level meetings with producers and
broadcasters who are serious about developing business with Canadian counterparts. The potential for partnership is “real and enormous” and Best Boy is already in talks on a number of projects.

- Take the Shot Productions (Film/TV) – St. John’s, NL participated in a mission to Los Angeles, California in March 2013. have signed a deal with Trifecta in the USA to sell Republic of Doyle in the US. This has proved very successful with stations in the USA picking up the broadcast.
- RV Designs (Apparel) – St. John’s, NL participated in the Supplier Diversity international business development mission to Miami in October 2013. Owner Theresa James stated she came away with three solid leads - product collaboration with Miami based business, a potential sale to a high end concept store and met with a company that can help RV Designs streamline production.

- Abbyshot (Apparel) – Mount Pearl, NL travelled to London, England in October and worked with our UK consultant to set up a series of meetings. The trip was a huge success for the company. They met with buyers and wholesalers who may represent long term partnerships. They will also be following up on a significant potential order. They also met with an accountant to talk about ways to get better connected in the UK to make them more competitive in the market.

- Music NL and Repartee (Music) In 2012, IBRD supported Music NL for an incoming buyers program. While initial outcomes indicated a successful event, like most activities supported by IBRD, it sometimes takes time for some results to be fully realized. In February it was learned that Repartee, a local band, had one of their songs placed with a new ABC Family Network series, “Chasing Life” which premieres this spring. In addition to revenue, these song placements provide significant exposure to the performers.

- Brazil (Ocean Tech/Oil and Gas/Education): IBRD led two missions to Brazil in 2013. In August, a delegation exhibited at Navalshore (a shipbuilding/marine trade show) and in October, a large Atlantic delegation participated in a Council of Atlantic Premiers mission. Brazil is a complicated market with significant potential but requires a long term approach to realize success. NL companies are now beginning to see results. Rutter Technologies, PanGeo Subsea and Marine Industrial Lighting Systems have all made significant contacts within the market and were each asked to present the senior executive within Petrobras, the state-owned oil and gas company. As well, GRI Simulations made critical contacts within the industry and expect to make sales soon.
Memorial University and Marine Institute have made significant inroads in the Brazil market with support from IBRD activities. Brazil and NL share similar industries and similar needs that allow for many research and partnership opportunities in a variety of sectors including oil and gas, ocean technology, mining, aquaculture, forestry, marine science and advanced manufacturing. MUN reports that there are significant opportunities for the university and the trip laid the groundwork for future educational partnerships.

The Marine Institute met with potential corporate sponsors, such as Petrobras, on the proposed Marine Institute/USP pilot training program. These meetings with potential sponsors and partners have created further awareness and support for the proposed joint ROV program. The Marine Institute was strongly encouraged by Petrobras to look at additional partnerships with Rio-based universities to meet their demand for ROV training.
Information Note
Department of Business, Tourism, Culture and Rural Development

Title: Trade Missions and Events Calendar – Quarterly Note

Issue: To provide information on international business development activities proposed for the period of January 1 – March 31, 2015 and to identify activities at which participation by Minister King would support the Department’s objectives.

Background and Current Status:
- A new management process for international business development activities is being developed and implemented across the Department. This process will enable a more cohesive approach to international business development, provide the department with a much more vigorous planning tool, and ultimately enable a more fulsome integrated trade approach to markets and international business development. One component of that new management process is a quarterly note to departmental executive outlining all upcoming activities.

- The following note outlines activities proposed from January 1 – March 31, 2015 to support the Department’s role to increase international business in key growth sectors and geographic regions of economic importance to NL SMEs. Detailed notes on the objectives, expected private-sector participants and organizing and funding partners for each initiative requiring staff support will be provided in due course as part of the regular request for travel. Activities that staff are organizing or supporting but do not require staff travel are outlined, as well as those activities that may only involve staff travel and may not include company participation at all. As well, events that would benefit from Ministerial participation are noted.

- In addition to the events and missions outlined below, a mission to China is being explored. It was anticipated that NL would participate in the COF mission to Beijing held in October and an additional component to our partner province in Zhejiang was to be included. A mission to China would serve several objectives. Follow-up is required in Beijing to support the oil and gas investment attraction effort that has been ongoing for the past 18 months. In addition, a visit to Zhejiang could be utilized to further strengthen our growing relationship, which could include profiling Nalcor’s contractual relationship with two Zhejiang companies manufacturing equipment for the Lower Churchill development. A number of companies have also expressed an interest in returning to China, and this mission could include a small delegation of NL companies. While a date for this mission is not set, a date number of options are being explored prior to the end of March.

If this mission proceeds, it is proposed that Minister King lead this mission.

Proposed International Business Development Activities:

January:
International Business Development mission and Arctic Frontiers Conference - January 18-23, 2015, Tromso, Norway
It is proposed that the Department organize an IBD mission to Norway to coincide with the Arctic Frontiers Conference. This mission would serve multiple objectives including: an investment attraction mission to meet key companies in Norway which are currently considering NL as a
location for investment; to visit locations in northern Norway to examine how Norway undertakes regional development in the oil and gas sector, away from the urban oil and gas centres; finally, a visit to the Arctic Frontiers Conference will provide intelligence on Arctic initiatives and will help to determine possible future participation.

The Arctic Frontiers conference is a central arena for discussions of Arctic issues, including economic development. The conference brings together representatives from science, politics, and civil society to share perspectives on how upcoming challenges in the Arctic may be addressed to ensure sustainable development. Arctic Frontiers is composed of three pillars: policy, science and business. NL companies are not being recruited for this event. A JA for staff travel will be forwarded for approval once details for this mission are more advanced.

*It is proposed that Minister King lead this mission.*

**International Builder's Show – January 20, 2015, Las Vegas, NV**
IBS is one of North America's biggest building products trade show, attracting a yearly average of 50,000 decision makers such as builders, designers, architects, buyers, retail and wholesale supply chain managers from the building products industry. This three-day event provides business and networking activities and presents close to 180 educational sessions on market trends and other topics associated with the building products industry. The overall goal is to showcase and promote the expertise and capabilities of Atlantic Canadian building products companies, and increase international business opportunities. This is a pan Atlantic initiative funded under the IBDA and led by New Brunswick. The Department will be recruiting for this mission however, it is not anticipated that any NL companies will participate.

**Mineral Exploration Round-Up, January 26-29, 2015, Vancouver, BC**
Mineral Exploration Roundup is the world's largest technical mineral exploration and mining show, and is expected to draw about 6000 participants from North and South America and Asia. Roundup is organized by the Association of Mineral Exploration of British Columbia in partnership with the BC government. The conference and trade show continues to expand, and in 2015, Roundup will be moving to a new venue at Canada Place. Mindful of the ever increasing competition for mining investment dollars, we are availing of the venue change to expand our Newfoundland and Labrador presence in 2015. BTCRD will partner NR and Mining Industry NL utilizing a new 6-booth pavilion-style arrangement, shared by industry and government, with new display hardware provided by Executive Council.

Vancouver is a crucial venue for investment attraction, as it is home for several hundred junior companies and a major source of venture capital for the mineral sector. NL government and industry have attended Roundup since its inception, 30 years ago, and has successfully promoted the province as a highly favorable exploration destination, attracting many Vancouver-based companies to NL. It is anticipated that Mining NL will recruit junior mining companies and prospectors to participate. The Investment Division will participate in this event.

**Cargo Logistics Canada, January 28-29, 2015, Vancouver, BC**
The Cargo Logistics Canada Expo & Conference is the largest and most diverse gathering of cargo stakeholders in Canada. Cargo Logistics Canada addresses the needs of cargo owners, agents and business development professionals involved in the flow of goods through Canadian supply chains.
CLC encompasses the entire cargo spectrum - all major transportation modes and all cargo types, at the one event. A staff person from the Trade and Investment Branch is proposing to attend to gather intelligence on this sector ad preview the event for potential future participation.

Northern Exposure, January 26-29, 2015, St. John’s, NL
Organized by The Labrador North Chamber of Commerce, Northern Exposure was established in response to the interest expressed by island-based and other Canadian companies looking to learn more about the growing economic opportunities in Labrador. The three-day event helps to promote Labrador business and partnership opportunities in nearly every sector. The 2013 event attracted more than 800 participants from across Newfoundland and Labrador, Canada, and abroad.

The event includes conference sessions and keynote presentations that provides participants and the public the opportunity to learn about what Labrador has to offer, as well as the many partnership opportunities that exist in various sectors. The displays on the trade show floor include private business and all levels of government from Labrador, Canada, and abroad. BTCRD is a significant sponsor of this event and will have a 20 x 20 booth space to promote the province's capabilities in the Arctic with a focus on Labrador, and to continue to build relationships related to supplier development opportunities. An invitation has been forwarded to Premier Davis to speak and Minister King may be involved in a panel discussion on the Arctic.

February:
ACTS. February 6-9, 2015, Halifax NS
The Atlantic Craft Trade Show is an annual event organized by the Craft Alliance Atlantic Association (CAAA) and hosted in Halifax. This annual trade show provides marketing opportunities for over 150 Atlantic Canadian companies who are professional producers of craft, giftware and apparel products. It encourages entry into wholesale and export markets for the advancement of the professional visual arts, crafts & design sector in Atlantic Canada. IBDA funding has been provided to support an Incoming Buyers Program where CAAA will work with a consultant to recruit 6 to 8 buyers from the target markets of the New England States, the Mid-Atlantic, Southeast and Midwest US, as well as provide seminars and export training. At each event, a Gala Awards dinner is held with the host rotating amongst the four Atlantic provinces. NL will host this year’s Gala and Premier Davis has been invited. Staff from Strategic Industries will be participating and NL companies are being recruited.

Underwater Intervention, February 10-12, 2015, New Orleans, LA
Underwater Intervention is the world’s premier event for remotely operated vehicles, manned submersibles and all aspects of underwater operations. It is held every year in New Orleans. The event is jointly sponsored by the Marine Technology Society - ROV Committee and the American Association of Diving Contractors. NL has never participated in this event and it is proposed that one staff person attend the event to gather intelligence about the sector and evaluate the event for potential future participation.

PDAC Convention, March 1, 2015, Toronto, ON
PDAC’s annual conference is the world’s largest mineral exploration convention, with an attendance nearing the 35,000 mark. The event attracts exploration companies, governments and mining supply/service companies from more than 120 countries. Key emerging economies such as China, India and Brazil are represented by large government and industry delegations. Nearly all
governments that have sizeable mining industries, including virtually all Canadian PTs and the Federal Government, are represented at the Trade Show. The NL booth is co-ventured between Natural Resources and Mining Industry NL (the local industry association) and is located adjacent to the larger Atlantic Canada Pavilion that NL shares with governments of NS and NB.

The NL exhibits in the Trade Show serve to promote the Province’s geology and mineral potential, and offer information and support to our prospectors and exploration companies. The NL space also includes several booths at which a dozen NL prospectors promote their mineral properties, as part of NL’s larger investment attraction strategy. Staff from the Investment Division will attend to support the broader investment attraction strategy for this industry.

March:
Mobile World Conference, March 2-5, 2015, Barcelona, Spain
Mobile World Conference (MWC) is one of the largest exhibitions for the mobile industry and features 1,700 exhibiting companies and 12 App Development conferences, which are “mini conferences” held within the conference. In 2014, the conference was attended by 72,000 visitors from 200 countries. The overall goal of the project is to showcase and promote the expertise and capabilities of Atlantic Canadian ICT companies, and increase international business opportunities. IBDA funding has been provided to bring a pan-Atlantic delegation to MWC and to provide delegates with matchmaking, access meeting room space, access to networking events and conference passes. Recruitment has just begun with XX companies from the province expressing interest. Participation from BTCRD will depend on the number recruited and the support required.

GDC/Game Connection, March 23-26, 2015, San Francisco, CA
GDC is one of the most important conferences focusing on game and interactive media development, featuring over 23,000 industry leaders. Initially, GDC was focused on computer games, but the industry has now diversified to include dedicated gaming consoles, handheld devices, mobile, smartphone and tablet devices, and web-enabled media. The GDC features more than 400 lectures, panels, tutorials and roundtable discussions covering all aspects of the gaming business. IBDA funding has been provided to bring a pan-Atlantic delegation to GDC and to provide delegates with matchmaking, access meeting room space and conference passes. While Nova Scotia is the lead, BTCRD is recruiting; staff recruitment will depend on the number of companies attending from this province and the support required.

Arctic Technology Conference, March 23-25, 2014, Copenhagen, Denmark
The Arctic Technology Conference (ATC) is the Arctic focused instalment of the flagship conference, Offshore Technology Conference (OTC). Launched in 2011, this highly focused conference consists of a technical program and exhibition, and attracts more than 1,200 attendees and over 80 exhibitors from around the world. Newfoundland and Labrador has had a strong presence at ATC since 2011, including in February 2014 with a delegation of approximately 65 participants representing 29 organizations. Experts from the province also took part in 30 presentations during the technical sessions focused on cutting-edge technologies and innovative practices needed for exploration and production of energies in the Arctic. It is anticipated that the 2015 delegation will be similar in size and scope.

In 2016, ATC will be held in St. John’s and this mission to ATC in 2015 will be the ideal opportunity for industry, academia and government to jointly promote the province. BTCRD will have a 20 x 20
booth at the entrance to the exhibit hall from which delegates can work. Business to business matchmaking will be provided to companies if there is interest and a NL reception will be held on the exhibit floor. There is also discussion regarding a handover for 2016 at the end of the event. Due to the scope and objectives for this event, a significant delegation from the Department is anticipated.

_It is proposed that Minister King lead this mission._

**Action Required:**
- Direction is required as to events the Minister wishes to participate in. Planning will begin immediately to develop appropriate itineraries.

Prepared/Approved by: L. Spurrell/D. Genge  
Date: November 19, 2014