



Presented by World Trade Centre

We are pleased to invite you to participate in the Trade Accelerator Program (TAP)

Canada's Creative Export Strategy:

The creative industries are a strength of the Canadian economy, at the heart of our competitive advantage on the international stage. Canada's creative industries are strong and innovative and have the potential to be leaders in accelerating the growth of the Canadian economy. In 2017, the creative industries accounted for:

- \$53.1 billion in GDP (gross domestic product)
- 2.7 % of Canada's overall GDP (gross domestic product)
- more than 666,500 direct jobs
- countless spin-off jobs*

*Exporting for creative industries: Canada's Creative Export Strategy

Creative industries trade missions, events, and partnerships: Latin American Trade Mission (February 2019): A Profitable Mission for Canadian Creative Industries

- Mexico is Canada's third largest trading partner after the United States and China. In 2016, Canada exported \$236.7 million in cultural goods and services to Mexico.
- Colombia, an emerging market, is Canada's fifth largest bilateral trading partner in Latin America and the Caribbean (excluding Mexico).
- Argentina is the second largest economy in South America. In 2016, Canadian cultural exports to Argentina reached \$13.9 million.
- 2019 marks the 75th anniversary of diplomatic relations between Canada and Mexico*

*Office of the Minister of Canadian Heritage and Multiculturalism

New trade agreements and a competitive Canadian dollar make it an ideal time to extend your company's reach through the export of goods and services.

World Trade Centre Vancouver has successfully delivered Canada's Trade Accelerator Program (TAP), in B.C. since 2017.

The Trade Accelerator Program is designed to help SMEs TAP into their full export potential. It has a proven track record helping participants get results.

Just six months after graduating the program:

- On average, export revenue increased by 28%
- Participants forecast their export sales to grow 47% over the next 5 years

By enrolling in TAP Canada you can:

- Navigate complexities of the global trade ecosystem
- Leverage Canada's deep trade and investment resources
- Access tailored, face-to-face coaching and advice
- Learn about international best practices
- Accelerate export readiness
- Develop and implement a new market entry plan
- Expand your global trade footprint and increase revenue

Graduate Testimony: A growing number of SMEs have benefitted from the program in B.C. Listen to what graduates have to say about the program [HERE](#).

"The Trade Accelerator Program puts fuel on the fire of entrepreneurship. The things you learn are not "nice-to-do's" they are "must-do's". I would highly recommend it to anyone looking to take their export game to the next level."

Dan Wainwright, President, PACRIM Distributors — TAP B.C. Graduate

"TAP is the rocket fuel that BC companies need to power beyond Canada's borders. The sessions effectively presented export-focused-concepts in the context of how to take action ... immediately. Two words: Truly remarkable."

Marla Brock, CEO, Kidcoover Caregivers Inc. — TAP B.C. Graduate

"TAP created the environment for us to think harder about decision making and strategic planning. It helped us figure out our priorities, made us focus. It has been a foundational building block for the next 3-5 years on how best to approach export markets".

Oliver Harwood, Owner, Studiostone Creative — TAP B.C. Graduate

Learn more about the program and apply today at tapbc.ca. Have questions? Call TAP B.C. Team on 604-640-5491 or email info@wtcvancouver.ca.

[Apply Today](#)

Upcoming Workshops:

Creative Industry (Virtual – ZOOM) November 3, 4, 12, 13, 18, 24, 25 and December 14, 15 2020.

Application Deadline October 20, 2020

Schedule: Registration: 8:45 – 9:00 a.m.
Workshop Program: 9:00 a.m. – 1:00 p.m.

Participation Fee: \$5,000* per company
*Bursaries available for qualified companies.

Program funded by:



Government of Canada
Gouvernement du Canada



National Partners:



Expert Partners:

FASKEN

AIR CANADA 

Purolator

BDO



Supporting Sponsors:



Sponsorship Opportunities

Do you want to gain direct access to the senior-level audience at this event? As a sponsor, you will benefit from enhanced visibility, which can lead to new business and increased brand recognition. We offer a wide range of opportunities. To discuss how we can help boost your business, call Lisa at 604-640-5484 or email sponsorship@boardoftrade.com.



World Trade Center Vancouver is part of the World Trade Centers Association, a not-for-profit, non-partisan association dedicated to the establishment and effective operation of World Trade Centers as instruments for trade expansion. The World Trade Centers Association is an international ecosystem of global connections and integrated trade services made up of over 324 World Trade Center locations in 89 countries, representing over 750,000 businesses globally.