

PROPEL YOUR BUSINESS TOWARDS GLOBAL GROWTH.



Participate in an innovative, hands-on initiative, designed to accelerate the strategic development of your business and better prepare you for expansion into international markets.

Trying to get to this point on our own would have been near impossible or extremely time consuming.

– Paterson Composites

WHY PARTICIPATE?

1. EXPLORE NEW MARKETS

More than 78% of participants are now actively exporting in markets including China, India, Mexico, Japan, U.K., Italy, Sweden, and the United States.

2. GROW YOUR BUSINESS

Average growth of 19% in total revenue and **38% in export sales** one year after participation.

3. BUILD CONFIDENCE

Nearly 90% of participants declared themselves better prepared to do business internationally upon completing the program.



NATIONAL PARTNERS



SUPPORTING PARTNERS



tap@bot.com

Apply now at tapexport.ca

TRADE ACCELERATOR PROGRAM



PHASE 1: DISCOVER

The program begins with an intensive two-day workshop that familiarizes participants with the available exporting resources, introduces high-level experts in key functions of international trade, stimulates peer-to-peer exchange of ideas and experiences, and provides guidance in recognizing and handling business challenges.

PHASE 2: DEVELOP

Approximately one week later, participants return for the Export Plan Day where they will receive hands-on support from leading Canadian export advisors. Participants will initiate the key sections of their export plan, detailing strategic objectives, market entry methods, international marketing plan, as well as supply chain and operational resources.

PHASE 3: BUILD

Over the following three weeks, participants will develop their trade plan. They will have the full support of export advisors to guide and assist them in developing an export plan that is realistic, high quality, and fully integrated with their overall business strategy. All export plans receive a written assessment from our expert team.

PHASE 4: ACCELERATE

The final day of the program is focused on mentoring, constructive feedback, solutions, and reinforcing business relationships. After reviewing the export plan, participants will receive individual mentoring sessions from our expert partners where potential solutions and ways forward are explored.

HOW TO PARTICIPATE:

Companies can participate in TAP via partner nomination or direct application. All applications are reviewed by the TAP team to ensure the program is a good fit and allow participants to maximize its benefits.

Thanks to generous support from our partners, we can offer your company a participation fee of \$495 for the program instead of the original cost of \$5,000 per company.

Additional information and upcoming dates are available online at tapexport.ca.

CONTACT:

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Apply now at
tapexport.ca

