



Canada-Ontario Export Forum

Ontario's regional trade network

Growing Exports In Your Community

EDCO ANNUAL CONFERENCE

FEBRUARY 6, 2018

WHAT IS COEF?

FEDERAL GOVERNMENT	<ul style="list-style-type: none">• Agriculture and Agri-Food Canada• Business Development Bank of Canada• Canada Business Ontario• Export Development Canada• FedDev Ontario• FedNor• Global Affairs Canada
PROVINCIAL GOVERNMENT	<ul style="list-style-type: none">• Ontario Ministry of Agriculture, Food and Rural Affairs• Ontario Ministry of Economic Development and Growth• Ontario Ministry of International Trade• Ontario Ministry of Natural Resources and Forestry• Ontario Ministry of Northern Development and Mines
NON-PROFIT ORGANIZATIONS	<ul style="list-style-type: none">• Canada Association of Importers & Exporters• Canadian Food Exporters Association• Canadian Intellectual Property Office• Canadian International Freight Forwarders Association• Canadian Society of Custom Brokers• Canadian Manufacturers and Exporters• Centre for Global Enterprise at Schulich School of Business• Economic Developers Council of Ontario• Forum for International Trade Training• Ontario Chamber of Commerce• Toronto Region Board of Trade

COEF STEERING COMMITTEE

- **Co-Chairs:**
 - Ontario Ministry of International Trade (MIT)
 - Ontario Regional Office of Global Affairs Canada
- **Steering Committee Members:**
 - Agriculture and Agri-Food Canada
 - Canadian Manufacturers and Exporters
 - Export Development Canada
 - Global Affairs Canada
 - Ontario Ministry of International Trade
 - Ontario Ministry of Agriculture, Food and Rural Affairs
 - Ontario Ministry of Northern Development and Mines
- **Steering Committee Members contribute financially**

FOCUS OF STEERING COMMITTEE

- Organize and maintain the network of partners
- Provide a coordinated and collaborative approach to the seamless delivery of export programs and services
- More outcome driven collaboration through sharing well-qualified leads between COEF members

EXPECTED OUTCOMES

- Increase the number of new exporters
- Assist potential, new and experienced exporters expand and diversify exports

REBOOTING COEF

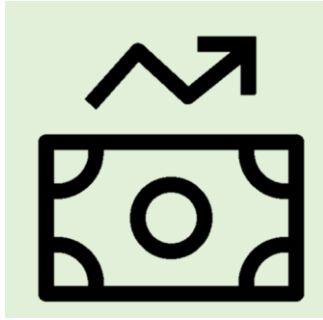
Concrete steps taken over the last year

1. Developed a new COEF WORKSHOP - *Developing a Global Mindset & COEF Resources to Help You* - to help SMEs to:
 - Understand what is involved in developing a global mindset
 - Conduct an export readiness assessment
 - Understand the cost-effective resources available from COEF members
2. Pooled funding from steering committee members to:
 - Deliver COEF workshops across Ontario
 - Exhibit at major trade shows in Ontario to showcase COEF and identify clients

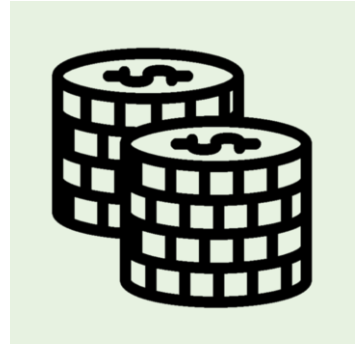
REBOOTING COEF

3. MIT's Client Relations team has assigned:
 - Four Senior Export Advisors to cover Central East, Central West, Southwest Ontario, and Northern and Eastern Ontario
 - One Senior Export Advisor to act as COEF Coordinator to attend trade shows in Ontario, manage coef@ontario.ca, coordinate referrals and tracking of leads
4. Each COEF member has assigned one person from their organization to partner with the COEF coordinator on tracking referrals
5. Planning to launch a webpage to act as a landing site for COEF member website links and the COEF email address
6. MIT launched the new Magnet Portal in partnership with Ryerson University

OUR COMMUNITY PARTNERS



Economic
Development
Offices



Local Chambers
of Commerce/
Boards of Trade



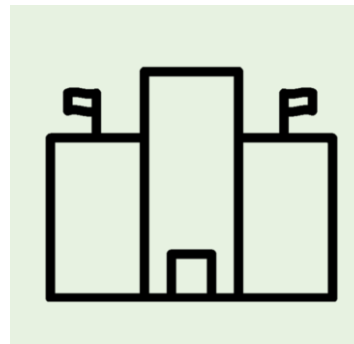
Regional
Innovation
Centres



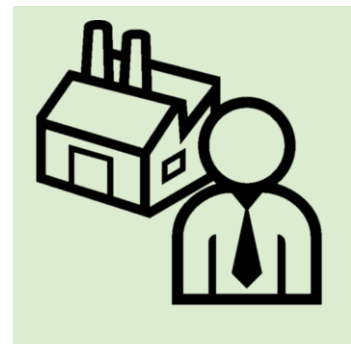
Incubators and
Accelerators



Small Business
Enterprise Centers



Field offices of
MEDG, OMAFRA,
MNDM, MNRF



Industry
Associations



Ontario
Centres of
Excellence

REGIONAL DELIVERY – 2018-19



SOUTH W

1. Brantford
2. Cambridge
3. Guelph
4. Kitchener
5. London
6. Niagara Falls
7. Sarnia
8. St Catharines
9. Waterloo
10. Windsor



CENTRAL E

1. Ajax
2. Markham
3. Newmarket
4. Oshawa
5. Pickering
6. Richmond Hill
7. Toronto
8. Vaughan
9. Whitby



CENTRAL W

1. Barrie
2. Brampton
3. Burlington
4. Hamilton
5. Milton
6. Mississauga



EASTERN

1. Belleville
2. Cornwall
3. Kingston
4. Peterborough
5. Ottawa

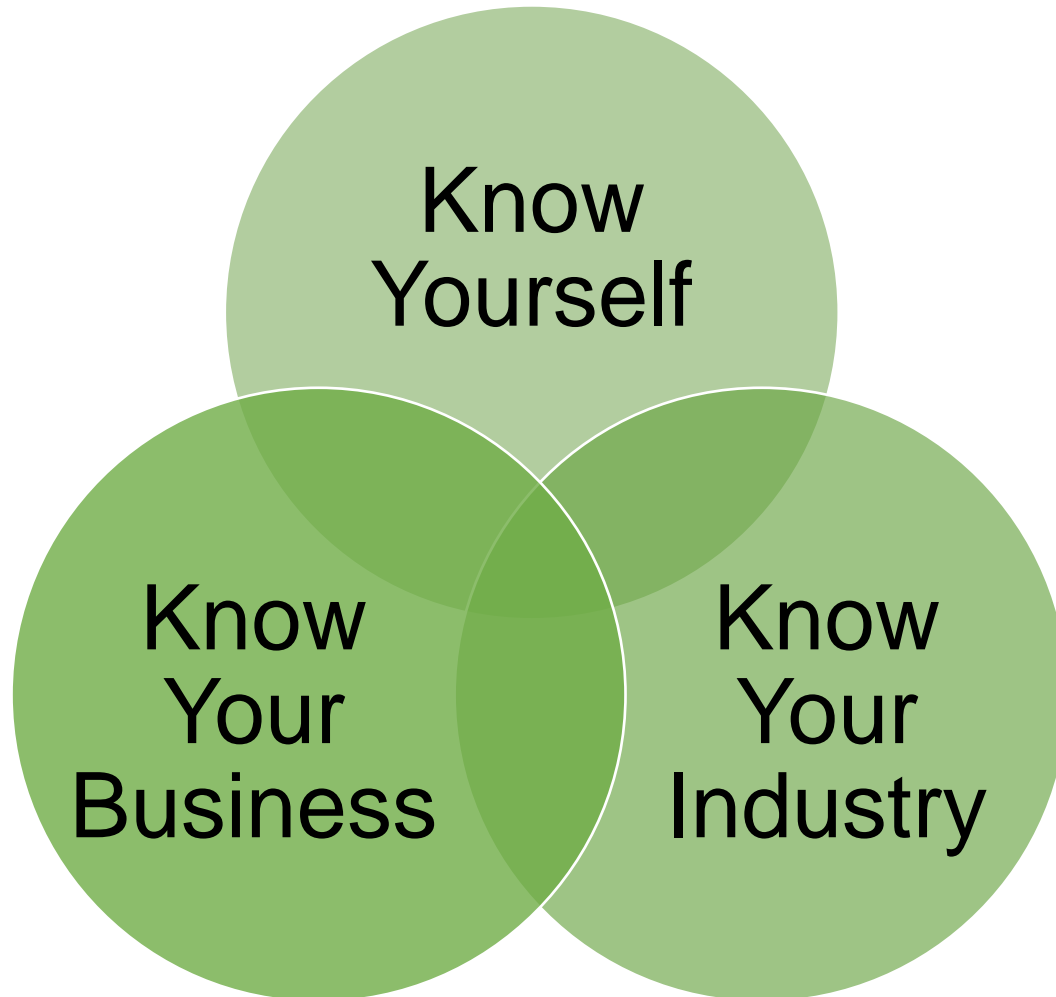


NORTH

1. North Bay
2. Sault Ste Marie
3. Sudbury
4. Thunder Bay
5. Kenora

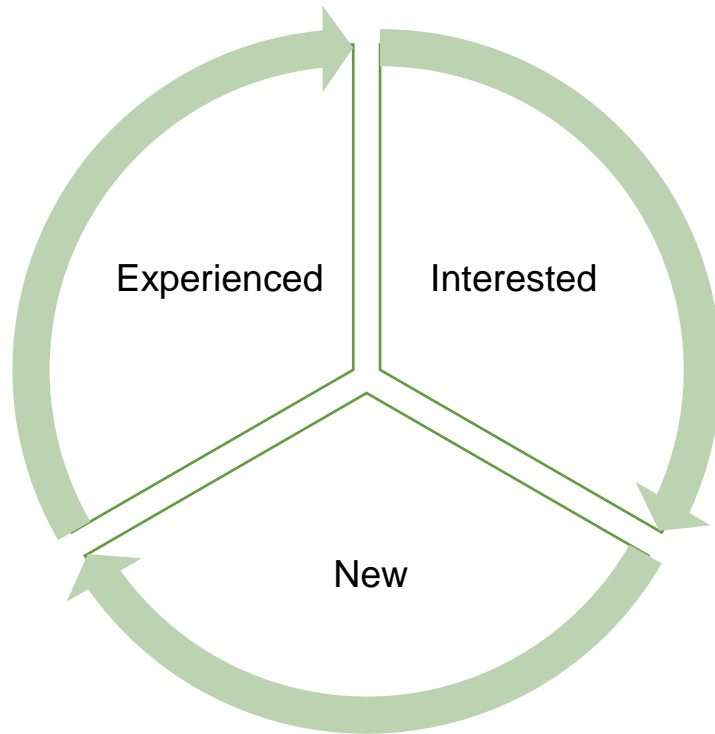
COEF WORKSHOP – CONTENT OVERVIEW

How do you become export ready?



COEF WORKSHOP – CONTENT OVERVIEW

Resources available through COEF Members



COEF WORKSHOP – CONTENT OVERVIEW

Resources available through COEF SAMPLE SLIDE – GENERAL INFORMATION

Online Resources	Connecting to COEF
New to Exporting	COEF@Ontario.ca
Step-by-Step Guide to Exporting	
Introduction to Exporting: How to Sell to International Markets	
Export: Are you ready to go global?	
Canada Business Network	
Canadian Tariff Finder	

COEF WORKSHOP – CONTENT OVERVIEW

Resources available through COEF SAMPLE SLIDE - TRAINING AND SKILLS

Online resources	Exporter Preparation Programs	Courses
Global Affairs Canada Guides <ul style="list-style-type: none">• Step by step guide	Accelerate to International Markets (AIM)	FITT's CITP certification
Customs Brokerage Information	Trade Accelerator Program	
Freight Forwarding Questions	PROFIT – Agri Sector	
Protecting Intellectual Property	Industry-specific seminars	
EDC-FITT International Trade Learning Centre	Market-specific seminars (e.g. NEBS)	
	Accelerated Growth Service	

COEF WORKSHOP – CONTENT OVERVIEW

Resources available through COEF SAMPLE SLIDE – MARKET RESEARCH

Online resources	For Fee	Industry Specific
Guide to online resources	BDC Consulting Services	Industry Specific Ministries: <ul style="list-style-type: none">• OMAFRA• MNDM• MNRF
Trade Factsheets	Global Leadership Program	
MaRS Market Insights		Customs Brokers
My TCS		Freight Forwarders
Industry Canada Trade Data Online		
EDC Country Info		
Centre for Global Enterprise Toolbox		

COEF WORKSHOP – CONTENT OVERVIEW

Resources available through COEF SAMPLE SLIDE – FINANCING

Enhancing Capacity	Market Development
<u>MEDG</u> : <ul style="list-style-type: none">• Capacity• R&D Tax Credits• Hiring Tax Credits	Global Growth <u>Fund</u>
<u>FedDev</u>	<u>CanExport Program</u>
<u>FedNor</u>	<u>BDC Services</u>
<u>EUREKA</u>	<u>EDC Services</u>
<u>Going Global Innovation</u>	
<u>BDC Services</u>	
<u>EDC Services</u>	

COEF WORKSHOP – CONTENT OVERVIEW

Resources available through COEF SAMPLE SLIDE – FINANCING

Insurance	Trade Financing	Project Financing
EDC Insurance	BDC Services	BDC Services
Banks and Financial Institutions	EDC Services	EDC Services
	Banks and Financial Institutions	Banks and Financial Institutions

COEF WORKSHOP – CONTENT OVERVIEW

Resources available through COEF

SAMPLE SLIDE – ONE ON ONE ADVISORY SERVICES

Export	Market	For Fee
Field Services – Ontario Investment Office	Trade Commissioners – Global Affairs	BDC Advisory Services
Business Advisors – OMAFRA	Market Consultants, International Trade Development	
Northern Development Advisors – MNDM	Representatives, Trade and Investment Offices – Ministry of International Trade	
Export Advisors – Ministry of International Trade		
Regional Office – Trade Commissioners Service	EDC Services	

COEF WORKSHOP – CONTENT OVERVIEW

Resources available through COEF SAMPLE SLIDE – IN MARKET ASSISTANCE

Business Development	Commercial Assistance	On the Ground Intelligence
Market Intel	Service Provider Referrals	Distributor Intel
Tradeshows and Missions	Customs Clearance	Travel Warnings
B2B Introductions	Consular Service	“Local” Information
Networking Abroad	Customs Brokers	
	Freight Forwarders	

COEF REBOOT – Results to date

32+	Global Mindset Workshops
226+	executives trained
88%	Overall satisfaction rate
4	Trade shows attended
>100	Leads generated
203	Referrals to COEF partners

WHAT CAN COEF DO FOR YOUR COMMUNITY?

- ✓ **Deliver ‘Global Mindset’ workshops in your community**
- ✓ **Help innovative high potential SMEs at an early stage to help them develop a Global Mindset**
- ✓ **Help companies navigate the numerous programs and services available from COEF members**
 - Note that this service is only for those companies that would like assistance to navigate the exporter support ecosystem in Ontario
 - All COEF members has and will continue to market their programs through their own marketing channels
 - Ontario SMEs are free to contact the COEF members directly if they don't need help in navigating the exporter support ecosystem

THANK YOU.

COEF@ontario.ca