



[coef@ontario.ca](mailto:coef@ontario.ca)



# Canada-Ontario Export Forum

Ontario's Regional Trade Network

**PRESENTATION**

# COEF

## ABOUT US

Provides a coordinated, collaborative approach to the seamless delivery of export programs and services to the Ontario business community.

COEF is a partnership of 21 agencies and organizations from across Ontario, each of which offers programs and services oriented to international trade development



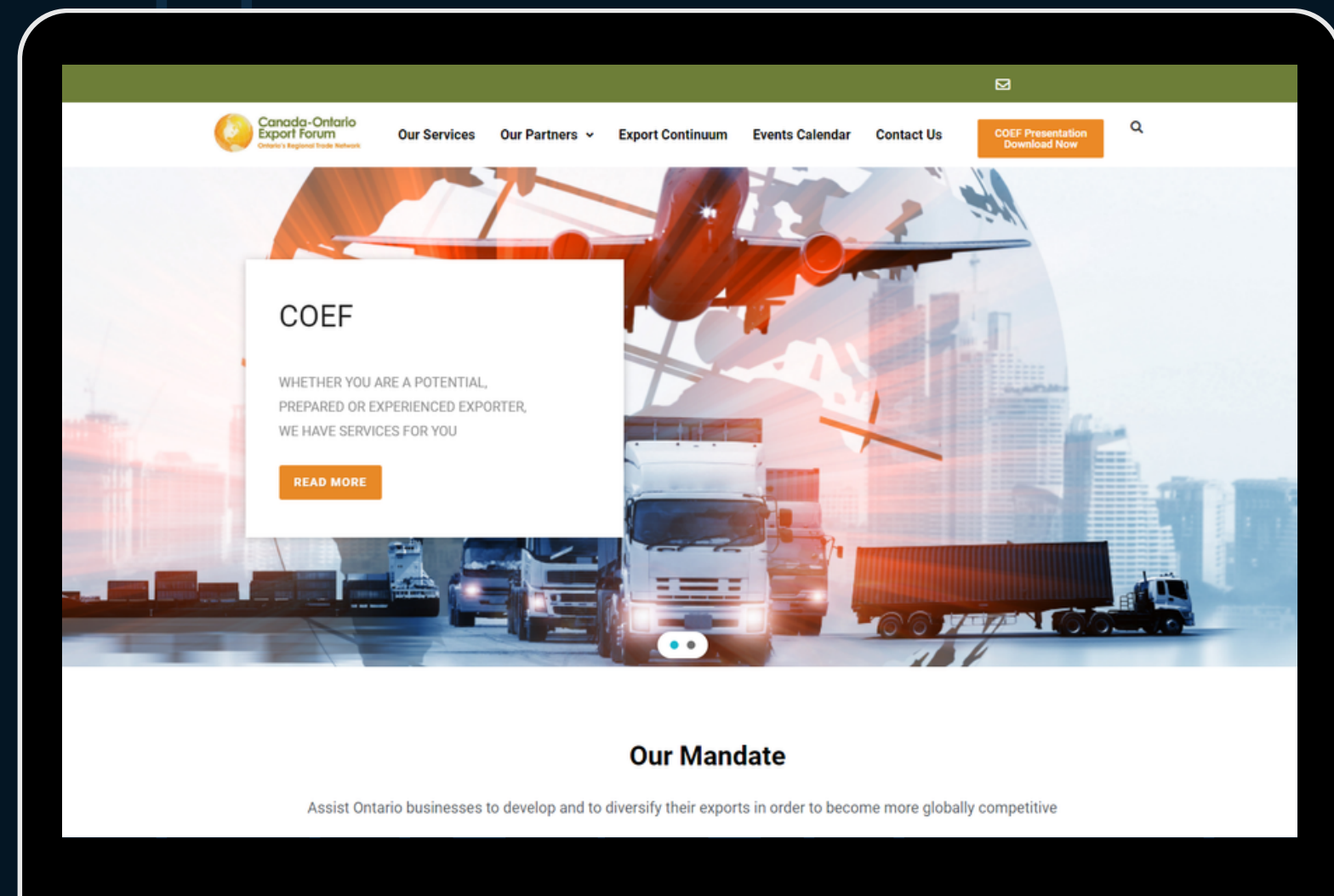
## OUR MANDATE

Assist Ontario businesses to develop and to diversify their exports in order to become more globally competitive

# OUR SERVICES

## WHAT WE CAN DO FOR YOU

COEF offers easy access to the wide range of services offered by our partners. Whether you are a potential, preparing or experienced exporter we have services for you



# OUR SERVICES

## EXPORT CONTINUUM



1. Awareness & Interest Building



4. Market Entry Support

2. Skills Development



5. Export Financing

3. Export Counselling



6. In-Market Assistance

# AWARENESS & INTEREST BUILDING

## GENERAL EXPORT PROMOTION:

### THROUGH:

- Web-based information and guide
- Trade advisors

### ACROSS:

- Small business centre
- Government offices

## PARTNERS:

### FEDERAL GOVERNMENT

- Export Development Canada
- Federal Economic Development Agency for Southern Ontario

### PROVINCIAL GOVERNMENT

- Ministry of Agriculture, Food and Rural Affairs
- Ministry of Economic Development, Job Creation and Trade
- Ministry of Natural Resources and Forestry

### NON-PROFIT ORGANIZATIONS

- Canadian Food Exporters Association
- Canadian Intellectual Property Office
- Centre for Global Enterprise at the Schulich School of Business
- Economic Developers Council of Ontario
- Toronto Region Board of Trade – Trade Accelerator Program

# SKILLS DEVELOPMENT

- EXPORT SKILLS TRAINING
- PREPARATION FOR THE USA AND OTHER MARKETS

## PARTNERS:

### PROVINCIAL GOVERNMENT

- Ministry of Agriculture, Food & Rural Affairs
- Ministry of Economic Development, Job Creation and Trade

### NON-PROFIT ORGANIZATIONS

- Canadian Food Exporters Association
- Canadian Intellectual Property Office
- Canadian International Freight Forwarders Association
- Canadian Manufacturers and Exporters
- Canadian Society of Custom Brokers
- Forum for International Trade Training
- Toronto Region Board of Trade- Trade Accelerator Program

# EXPORT COUNSELLING

- EXPORT READINESS ASSESSMENT
- EXPORT PLAN DEVELOPMENT AND IMPLEMENTATION

## PARTNERS:

### FEDERAL GOVERNMENT

- Agriculture and Agri-Food Canada
- Business Development Bank of Canada
- Export Development Canada
- Federal Economic Development Organization for Northern Ontario
- Global Affairs Canada Trade Commissioner Service

### PROVINCIAL GOVERNMENT

- Ministry of Agriculture, Food and Rural Affairs
- Ministry of Economic Development, Job Creation and Trade
- Ministry of Natural Resources and Forestry

### NON-PROFIT ORGANIZATIONS

- Canadian Association of Importers and Exporters
- Canadian Food Exporters Association
- Centre for Global Enterprise at the Schulich School of Business
- Toronto Region Board of Trade – Market Access Program
- Toronto Region Board of Trade – Trade Accelerator Program

# MARKET ENTRY SUPPORT

- MARKET/SECTOR INFORMATION
- MISSIONS, FAIRS, AND TRADE EVENTS
- PARTNER IDENTIFICATION
- ADVOCACY

## PARTNERS:

### FEDERAL GOVERNMENT

- Business Development Bank of Canada
- Export Development Canada
- Federal Economic Development Agency for Southern Ontario
- Federal Economic Development Organization for Northern Ontario
- Global Affairs Canada Trade Commissioner Service
- Ontario Chamber of Commerce

### PROVINCIAL GOVERNMENT

- Ministry of Agriculture, Food and Rural Affairs
- Ministry of Economic Development, Job Creation and Trade
- Ministry of Natural Resources and Forestry

### NON-PROFIT ORGANIZATIONS

- Canadian Food Exporters Association
- Canadian Intellectual Property Office
- Canadian International Freight Forwarders Association
- Canadian Manufacturers and Exporters
- Canadian Society of Custom Brokers
- Centre for Global Enterprise at the Schulich School of Business
- Toronto Region Board of Trade – Market Access Program



# EXPORT FINANCING

- MARKET DEVELOPMENT FINANCING
- PROJECT FINANCING
- TRANSACTION FINANCING
- RISK CAPITAL INSURANCE

## PARTNERS:

### FEDERAL GOVERNMENT

- Agriculture and Agri-Food Canada
- Business Development Bank of Canada
- Export Development Canada
- Federal Economic Development Agency for Southern Ontario

### PROVINCIAL GOVERNMENT

- Ministry of Agriculture, Food and Rural Affairs
- Ministry of Natural Resources and Forestry

### NON-PROFIT ORGANIZATIONS

- Canadian Food Exporters Association
- Canadian Manufacturers and Exporters

# IN-MARKET ASSISTANCE

- MARKET PROSPECTS
- KEY CONTACTS
- SEARCH VISIT INFORMATION
- LOCAL COMPANY INFORMATION
- TROUBLE-SHOOTING

## PARTNERS:

### FEDERAL GOVERNMENT

- Agriculture and Agri-Food Canada
- Export Development Canada
- Global Affairs Canada Trade Commissioner Service

### PROVINCIAL GOVERNMENT

- Ministry of Agriculture, Food and Rural Affairs
- Ministry of Economic Development, Job Creation and Trade
- Ministry of Natural Resources and Forestry

### NON-PROFIT ORGANIZATIONS

- [Canadian Food Exporters Association](#)

# OUR PARTNERS

## FEDERAL PARTNERS

PARTNER	OVERVIEW	CONTACT
Agriculture and Agri-Food Canada	<p>Plays a lead coordination role with other federal departments, provinces, industry associations and other partners to connect Canadian exporters with targeted business opportunities, promote the advantages of Canadian agriculture and food products to international buyers and consumers, and provide the industry with information and learning opportunities to understand the requirements of getting their products to market. Our Market Development team offers a number of functions and services:</p> <ul style="list-style-type: none"><li>• Canada Brand</li><li>• Global Analysis and Market Intelligence</li><li>• Canada Pavilion Program /Flagship Trade Shows</li><li>• Consumer and buyer-focused initiatives in priority markets</li><li>• Agri-Food Trade Commissioner Service</li><li>• Market Access Secretariat Single Window</li></ul>	<p><b>Email:</b> <a href="mailto:aa.fc.atsbulletinon-bulletinseason.aac@canada.ca">aa.fc.atsbulletinon-bulletinseason.aac@canada.ca</a></p> <p> Government of Canada     Gouvernement du Canada</p>
Business Development Bank of Canada	<p>Supports entrepreneurs to start and grow strong Canadian businesses domestically and internationally by providing financing, advice and capital. BDC provides a suite of financing and advisory solutions tailored to support businesses to grow, expand into new markets and become competitive internationally</p>	<p><b>Email:</b> <a href="mailto:info@bdc.ca">info@bdc.ca</a></p> <p></p>

## PARTNER

## OVERVIEW

## CONTACT

Export  
Development  
Canada

Equips Canadian companies with the tools they need – the trade knowledge, financing solutions, equity, insurance, and connections – to grow their business with confidence. As international risk experts, we make trade safer for Canadian companies. Underlying all our support is a commitment to sustainable and responsible business

**Email:**  
[tradeadvisor-conseiller@edc.ca](mailto:tradeadvisor-conseiller@edc.ca)



Federal Economic  
Agency for  
Southern Ontario

Provides resources and tools for entrepreneurs who want to learn about doing business in international markets. Fosters innovation, technology adoption and digital connectivity in rural areas. Provides funding to businesses to:

- Assist high-growth firms to scale up and expand
- Support technology demonstration and the commercialization of new technologies
- Encourage the early adoption or adaptation of leading-edge technologies and processes to improve productivity
- Increase businesses' capacity to grow through market diversification and entry into global markets

**Phone:**  
+1 866-593-5505

**Funded by:**  
Federal Economic Development  
Agency for Southern Ontario



Federal Economic  
Development  
Organization for  
Northern Ontario

Provides funding to businesses to:

- Help firms with high growth potential to scale up and become competitive
- Support the adoption and adaptation of new and innovative technologies to improve productivity
- Support demonstration and the commercialization of new technologies

Increase businesses' capacity to grow through market diversification and entry into global markets

**Contact Us:**  
[fednor.ised-isde.canada.ca](http://fednor.ised-isde.canada.ca)



## PARTNER

Global Affairs  
Canada Trade  
Commissioner  
Service

## OVERVIEW

The Trade Commissioner Service (TCS) helps Canadian companies develop their business in the U.S. and international markets by providing expert advice, key contacts, market information, and problem-solving. We connect our clients to funding and support programs and introduce them to international opportunities through our network of trade commissioners in Canada and in more than 160 cities worldwide

## CONTACT

**Email:**

[ontario.tcs-sdc@international.gc.ca](mailto:ontario.tcs-sdc@international.gc.ca)



Global Affairs  
Canada

Canadian Trade  
Commissioner Service




Affaires mondiales  
Canada

Service des  
délégués commerciaux

# PROVINCIAL PARTNERS

PARTNER	OVERVIEW	CONTACT
Ministry of Agriculture, Food & Rural Affairs	The Business Development Branch of the Ontario Ministry of Agriculture, Food and Rural Affairs supports Ontario's food processing industry in the export of top-quality food and beverage products. We help Ontario suppliers identify export opportunities and provide support in developing sales strategies that address the unique challenges of exporting food, beverage and agriculture products in key international markets	<p><b>Email:</b> <a href="mailto:goexport.omafra@ontario.ca">goexport.omafra@ontario.ca</a></p> <p>Ontario </p>
Ministry of Economic Development, Job Creation and Trade	MEDJCT supports Ontario's economic growth through the development and delivery of export readiness seminars, market-specific advice, 1:1 export consulting, trade missions and B2B programs, all designed to connect Ontario companies with new export markets and customers	<p><b>Email:</b> <a href="mailto:trade.officer@ontario.ca">trade.officer@ontario.ca</a></p> <p>Ontario </p>
Ministry of Natural Resources and Forestry	Helps small and medium-sized forestry enterprises in Ontario explore new export markets by facilitating connections with partners, hosting incoming business delegations and leading trade missions including business-to-business matchmaking services in selected markets.	<p><b>Email:</b> <a href="mailto:ontariowood@ontario.ca">ontariowood@ontario.ca</a></p> <p>Ontario </p>

# NON-PROFIT ORGANIZATION PARTNERS

PARTNER	OVERVIEW	CONTACT
Canadian Association of Importers and Exporters	Member-driven, not-for-profit trade association that serves businesses that depend on the movement of goods across Canada's international borders	<p>Email: <a href="mailto:info@iecanada.com">info@iecanada.com</a></p> 
Canadian Food Exporters Association	Provides a central information clearinghouse for timely intelligence, global marketplace information, export assistance as well as trade show and trade mission opportunities for Canadian small to mid-sized food, beverage and ingredient companies	<p>Email: <a href="mailto:info@cfea.com">info@cfea.com</a></p> 
Canadian Intellectual Property Office	<p>Works with partners in the innovation ecosystem to better equip innovators and businesses with the IP knowledge they need to grow and succeed domestically and internationally. This includes:</p> <ul style="list-style-type: none"><li>• Online materials such as fact sheets, roadmaps and a series of Guides on Protecting Your IP in select foreign countries and market</li><li>• Seminars/Webinars on a variety of IP topics including IP strategy, commercialization, enforcement, and protection</li></ul>	<p>Email: <a href="mailto:ic.pi-pour-les-entreprises-ip-for-business.ic@canada.ca">ic.pi-pour-les-entreprises-ip-for-business.ic@canada.ca</a></p>  <p>Innovation, Science and Economic Development Canada Canadian Intellectual Property Office</p>

## PARTNER

## OVERVIEW

## CONTACT

Canadian  
International  
Freight Forwarders  
Association

Provide a vital link in Canada's global supply chains, enhancing export capabilities and assisting in the delivery of competitive solutions to Canada's importing and exporting communities

**Email:**  
[admin@ciffa.com](mailto:admin@ciffa.com)



Canadian  
Manufacturers and  
Exporters

From the first industrial boom in Canada, Canadian Manufacturers & Exporters (CME) have been advocating for and representing member interests. For more than 150 years we have earned an extensive and effective track record of working for and with 2,500 leading manufacturers from coast to coast to help their businesses grow. Our success comes from integrating the association with the industry, being run by manufacturers for manufacturers. Led by a national board of directors made up of senior leaders from a diverse group of Canadian manufacturers of all sizes, we have our finger on the pulse of the sector. CME's members account for an estimated 82 percent of manufacturing output

**Contact Us Link:**  
[cme-mec.ca](http://cme-mec.ca)



Canadian Society of  
Custom Brokers

Offer online stand-alone courses that are suitable for international trade professionals seeking in-depth knowledge of specific customs, logistics and business topics

**Contact Us Link:**  
[cscb.ca](http://cscb.ca)





## PARTNER

## OVERVIEW

## CONTACT

Center for Global Enterprise at the Schulich School of Business

Initiatives Initiatives to enable Canadian small and medium scale businesses reach their full potential through engagement with international markets

**Email:**  
[cge@schulich.yorku.ca](mailto:cge@schulich.yorku.ca)

The Centre for  
**Global Enterprise**



Economic Developers Council of Ontario

Canada's largest provincial economic development association whose members are the conduit between business and local government and act as a pivotal contact to increase local economies in the Province of Ontario

**Email:**  
[edco@edco.on.ca](mailto:edco@edco.on.ca)



Forum for International Trade Training

Acts as the standards, certification and training body dedicated to providing international business training, resources and professional certification to individuals and businesses. Created by business for business, FITT's international business training solutions are the standard of excellence for global trade professionals around the world

**Email:**  
[info@fitt.ca](mailto:info@fitt.ca)



## PARTNER

## OVERVIEW

## CONTACT

Ontario Chamber of  
Commerce

Brings together interested trading partners through networking events and linkages to other jurisdictions

**Email:**  
[info@occ.ca](mailto:info@occ.ca)



Toronto Region  
Board of Trade

### **Market Access Program**

- An experiential program offering outbound trade missions for Canadian businesses seeking curated international opportunities to access global markets.

### **Trade Accelerator Program**

- Gain access to Canada's top exporting advisors & key support networks to help you build your own custom international expansion plan in only 6 weeks.

**Email:**  
[map@wtctoronto.com](mailto:map@wtctoronto.com)

[tap@wtctoronto.com](mailto:tap@wtctoronto.com)





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[www.coef.ca](http://www.coef.ca)

