

Hamilton-Niagara Cohort Begins on October 21

# TIME TO ADVANCE



TORONTO REGION BOARD OF TRADE



WORLD TRADE CENTRE TORONTO

## EXPAND INTERNATIONALLY

- Connect with industry experts
- Get advice from industry mentors
- Establish key contacts (Locally & Internationally)
- Develop a personalized Business Export Plan
- Receive on-going support

[BOT.COM/TAP](http://BOT.COM/TAP)

## GET ONE STEP CLOSER TO BEING EXPORT READY

The Canadian economy is rebounding and now is the time to expand your business internationally.

Learn how to navigate, innovate, collaborate, and capitalize on the expanding export market with our **Trade Accelerator Program (TAP)**.

TAP is an award-winning, innovative initiative that assists small and medium sized businesses, such as yours, in accelerating the strategic development of their businesses. The program helps Canadian entrepreneurs find new customers, generate new revenue streams, navigate disrupted value chains safely and improve efficiency so they can expand their business successfully.

**This multi-sector TAP cohort will be delivered virtually and in-person over 5 weeks, concluding with a mentoring session, in collaboration with the [World Trade Centre Buffalo Niagara](#), [Niagara Region](#) and [City of Hamilton](#).**



**EXPLORE NEW MARKETS**

**67%**

of participants are now **actively exporting** in international markets



**GROW YOUR BUSINESS**

**10%**

average **growth in export revenue** after just one year.  
**15% growth in total revenue**



**BUILD CONFIDENCE**

**95%**

of participants believed they were **better prepared** to do business internationally

# WHY TAP?

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



## EXPLORE NEW MARKETS

More than **69%** of participants are now actively exporting in markets including China, India, Mexico, Japan, U.K., Italy, Sweden, and the United States.



## GROW YOUR BUSINESS

Average growth of **18%** in total revenue and **18% in export revenue** one year after participation.



## BUILD CONFIDENCE

Nearly **96%** of participants declared themselves better prepared to do business internationally upon completing the program.

## GET ONE STEP CLOSER TO BEING EXPORT READY

*Join our in-person info sessions for the Hamilton-Niagara Cohort:*

**DATE & TIME:** Thursday, September 22, 2022 (1:00 PM – 3:00 PM EDT)

**LOCATION:** Uptown Business Club, 236 Pritchard Road, Hamilton, ON L8W 3P7

**REGISTER HERE:** <https://www.eventbrite.ca/e/trade-accelerator-program-hamilton-niagara-region-info-session-tickets-416213916027>

**DATE & TIME:** Friday, September 23, 2022 (9:00 AM – 11:00 AM EDT)

**LOCATION:** Canada Games Park, 2021 Canada Games Way, Thorold, ON L2V 4Y6

**REGISTER HERE:** <https://www.eventbrite.ca/e/trade-accelerator-program-hamilton-niagara-region-info-session-tickets-416132652967>

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# EXPAND YOUR BUSINESS INTERNATIONALLY



## PHASE 1: DISCOVER

Workshops to provide information on available exporting resources and walk you through the key components and challenges of international trade while exchanging ideas and experiences with advisors and peers.

## PHASE 2: DEVELOP

Receive hands-on support from leading Canadian export advisors in the development of an export plan –tackling key sections of that plan such as strategic objectives market entry methods International marketing and supply chains.

## PHASE 3: BUILD

Have the full support of advisors in developing an export plan that is realistic high-quality and fully integrated with the overall business strategy. All export plans will receive a written assessment from our team of experts.

## PHASE 4: ACCELERATE

Focus on mentoring constructive feedback and reinforcing business relationships. After reviewing the export plan receive individual mentoring sessions from our expert partners where potential solutions and ways forward are explored.

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## 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 our generous partners, members can now enroll in the program for \$995 plus HST and non-members can participate for \$1495 plus HST, instead of the original cost of \$5,000 per company.

Additional information is available online at [BOT.COM/TAP](https://BOT.COM/TAP)