



## FAQs

### What value does TAP provide?

The [Trade Accelerator Program](#) (TAP) is a one-stop shop for all the resources and answers you'll need to begin exporting or to overcome challenges with exporting. An important factor in TAP's success is the comprehensive, hands-on workshop that applies key learnings to your business. Not only will you have access to knowledge and resources, but you will be mentored by some of Canada's top export authorities and learn from and connect with other companies. The market-entry export plan you develop will enable you to scale up strategically and successfully enter the global market.

The total monetary value of TAP is \$25,000, but the program is offered at a cost of \$500, and partner-nominated participants can enrol for free.

### Who is the program for?

The program is for small to medium-sized enterprises (SMEs) in the Edmonton region that have taken exploratory steps into exporting or are already exporting to an international market.

Applicants are accepted into the program on a case-by-case basis, but in reviewing your application we will consider whether you:

- Generate more than \$500,000 in annual revenue
- Are already exporting a product, service or technology but wish to diversify your export markets or have taken exploratory steps to expand into new markets
- Are willing to dedicate two senior representatives to participate in the program and apply its resources
- Have been operating for at least two years and receiving revenue for your product, service or technology
- Have a product, service or technology with a strong competitive advantage as a result of quality or patent protection
- Are a good corporate citizen, with no record of corruption or environmental and human rights violations

## Can I still apply if I don't meet all the guidelines?

Yes, everyone is welcome to apply. However, applicants who meet the guidelines or who have greater potential to succeed internationally will receive preference.

If you are unsure whether you qualify, please send an email to [tapapplication@edmonton.com](mailto:tapapplication@edmonton.com).

## How do I apply for the program?

To apply for the program, you will need to complete the [application package](#) and submit it to John Gerum, export training program manager, at [jgerum@edmonton.com](mailto:jgerum@edmonton.com).

## Why do you need my financials?

We require financials to ensure you have the financial capability to export successfully. This requires that you have a minimum of two years revenue over \$500K and that you have sufficient capital to invest in export activities.

## Can TAP still help me if I've already entered the global market?

Yes, TAP is a comprehensive export workshop that provides not only knowledge, coaching and resources, but access to experts who will help you overcome barriers and challenges to exporting.

At the end of the program, you will complete and be ready to activate a strategic market-entry export plan vetted by industry experts. This actionable plan will be extremely useful as you engage in conversations with your internal team to carry out tasks and secure additional funding from banks and investors, and more.

## What happens during the program?

The program takes place over the course of six weeks. Two of your senior representatives will need to be present for the four workshop dates. Attendance is mandatory.

### Onboard: TAP Export Training Sessions

- An intensive two-day, back-to-back workshop where you will hear from export experts, engage in hands-on exercises and familiarize yourself with the market-entry export plan

### Assess: Market-Entry Export Plan Session

- A one-day workshop where exporting experts will coach and provide recommendations as you start to write your export plan

### Activate: Export Plan Mentoring Session

- A final workshop day where you will spend one-on-one time with each program partner and receive feedback to finalize your export plan and get it ready for activation

## Who from my company should attend the program?

Two senior representatives from your company are required to attend all four workshop dates (see above: *What happens during the program?*). The representatives you send to participate in the program should have a strong understanding of your business and operations and be able to lead and activate the market-entry export plan.

## What areas will be covered by the program?

TAP comprehensively addresses the core business functions SMEs need to master in order to succeed internationally. These include financial matters, legal and tax considerations, strategy and advisory services, supply chain management, sales and marketing, and more.

## What happens after the program ends?

Your company's success is TAP's success. After graduating from the program, you will be required to fill out a short survey every six months over the next five years. The 10-minute survey will ask you to provide information on key performance indicators that allow us to measure your progress and the effectiveness of the program.

## Who is involved with the program?

TAP-Edmonton is brought to you by the World Trade Center Edmonton in partnership with Edmonton Economic Development Corp. and the Edmonton Chamber of Commerce. National sponsors such as RBC and Export Development Canada are involved with TAP across Canada. Advisory and supporting partners join the program at the regional level.

TAP is created by the Toronto Region Board of Trade and the World Trade Center Toronto.

## I'm unable to attend on these dates. Will the program run again?

Yes, new dates are continually announced. As international trade is becoming imperative to our region and the country's economic success, TAP will be offered once every quarter starting in 2019. Please check [investedmontonregion.com/tap](http://investedmontonregion.com/tap) or sign up for our newsletter to receive the latest information and resources on TAP.