

# Ministry of International Trade Program and Services



## Potential Exporter



### One window access to COEF\* Resources



- Call Centre for triaging incoming inquiries
- Senior Export Advisor helps SMEs navigate the exporter support ecosystem

### Developing a Global Mindset workshop



- Assess export readiness
- Understand COEF resources

## For All Exporters

### Export Business Growth Portal – Magnet

- Platform for tailored information on the COEF ecosystem



### Global Growth Fund

- Prepare for exporting
- Go to market
- Follow-up in market
- Hire an export manager



## New Exporter



### Accelerate to International Markets (AIM) program



- Interactive workshops held over two days to enable SMEs to develop and execute a winning export plan
- Participants get one-on-one support, workbooks, self-assessment checklists

### Industry-specific seminars



- Seminars to help Ontario companies understand the emerging opportunities in key global markets in their industry

### Market-specific Seminars



- Seminars to help companies understand how to export to the U.S. and other key export markets including the EU

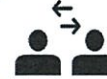
\*Canada Ontario Export Forum – The partnership offers easy access to over 24 export agencies (government and non-government organizations) with global market expertise.



## New/Experienced Exporter



### 1:1 Export Advisory



Up to 10 hours for AIM participants to develop market entry strategies and an export plan

### 1:1 Market Consulting



Personalized international market consulting services including market intel, B2B connections

### Peer-to-peer mentoring



Business executives in Ontario who are willing to share best practices to new exporters through case studies at workshops or through 1:1 meetings



### Trade Missions



Staff/Premier/Minister led missions and exhibits at key international trade shows with prearranged B2B meetings

### Incoming Buyer Program



Bringing buyers to Ontario for B2B meetings with suppliers

### In-market support



Trade Development Reps as well as Trade and Investment Offices in key global markets

EXPORT PREPARATION SERVICES



EXPORT MARKET ACCESS SERVICES

CLIENT RELATIONS UNIT

EXPORT SUPPORT UNIT

AMERICAS

ASIA

EUROPE AND MIDDLE EAST

Senior Export Advisors with assigned territories in Ontario:

- Work as account managers providing advisory services and one-window access for Ontario SMEs to relevant export support resources in Ontario and abroad.
- Engage community partners to identify and prepare SMEs to become successful exporters.
- Deliver workshops in their territory to assess the export readiness of Ontario SMEs.

Deborah Clark-Forster, Manager

Northern Ontario

- Pranab Shah

Central Ontario

- Patrick Devine (Toronto, Peel region, Halton region)
- Pranab Shah (Hamilton, Grey Bruce County, Muskoka, Simcoe County)
- Adriana Carrillo (York region, Durham region)

Eastern Ontario

- Adriana Carrillo

Southwestern Ontario

- Ahmer Khan (Niagara region)
- Greg Coelho (rest of Southwestern Ontario)

Team of Senior Export Advisors delivering Ontario's Accelerate to International Market (AIM) program. The unit is also responsible for the Global Growth Fund administered by the Ontario Chamber of Commerce.

The AIM program includes:

- A suite of workshops, seminars, and one-on-one advisory services to help Ontario SMEs learn how to become export ready, select and prioritize the right export markets, and develop well thought out market entry strategies and export plans.

C. J. Scott, Manager

Senior Export Advisors

- Alan Gao
- Ned Nedungadi
- Steven Karpenko
- Krystyn Sobolewski
- Sheri Dosunmu

Manager, Carla Tsambourlianos

Consultants

- Chile, Colombia and Peru: Marek Karwowski
- Brazil, Argentina, and the Caribbean: Claudia Penalosa
- USA: Mauricio Ospina
- USA: Rita Patlan
- USA: George Praoudakis
- USA: Patricia Cosgrove
- Mexico: Rowena Dias

Manager, Corie McDougall

Consultants

- South Asia: Akhil Tyagi
- China: Ellen Cao
- Southeast Asia: Eve Rotstein
- China: Lisa Qi
- Japan, Korea, Australia and New Zealand: Wenbo Pan

Manager, Vitaly Paroshyn

Consultants

- Europe: Maureen Angus
- Europe: Victor Miranda
- Europe: Patrick Barry
- Middle East: Eyad Qudsi

Not sure who to contact?

Email us at [Trade.Officer@ontario.ca](mailto:Trade.Officer@ontario.ca) and we'll direct you to the right person.