

# TAP

CANADA'S  
TRADE  
ACCELERATOR  
PROGRAM

# ACCLR

Business Services



## APPLICATION PACKAGE

NATIONAL PARTNERS



PROVINCIAL PARTNER

**RICHTER**

DELIVERY PARTNERS





---

## PROGRAM DESCRIPTION

Now is the time for Canadian companies to export globally.

A lower Canadian dollar, limited domestic growth and a strengthening U.S. economy have established the right conditions for Canadian firms to go global.

To help Canadian firms increase their export potential, The Chamber of Commerce of Metropolitan Montreal's team of Acclr experts, has launched TAP in Québec, a trade accelerator program to serve as the one-stop shop for a company's exporting needs.

Through its Lead & Supporting Partners, TAP gives companies access to Canada's top exporting advisors, resources and contacts. Companies will have the opportunity to work with partners and/or experts and others to build a new Market Entry Plan and then begin its activation.

The Chamber of Commerce of Metropolitan Montreal encourages companies to take advantage of this unique opportunity to accelerate their firm's growth and export capacity. The services and visibility provided by TAP are valued to be approximately \$5,000; the program is offered at a cost of \$495 per company. A rate of \$199 is offered to all member companies of the Chamber of Commerce of Metropolitan Montreal.

---

## PROGRAM ACTIVITIES

### STEP 1: ONBOARD

The program begins with an intensive two-day training session in Montréal to orient participating companies on the program, the exporting resources available to them, and how they can build and implement a new Market Entry Plan.

This instruction will be delivered by leading Canadian export advisors through dynamic interactive workshops.

### STEP 2: ASSESS

A few days following the two-day workshop, participating companies will come back to follow an intensive day of mentoring to start elaborating their export strategy and write their export plan.

Experts in international business development will provide individual coaching to each participant to guide them through an Export Assessment Tool which will then be analyzed by leading Canadian export advisors.

Each participating company will receive a short report outlining the strengths and gaps related to their company's Market Entry Plan.

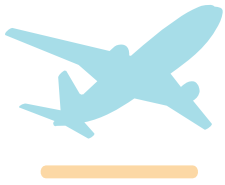
Through this process, participating companies will be matched with the TAP's Lead and Supporting Partners to fill in the gaps.

### STEP 3: ACTIVATE

TAP's Lead & Supporting Partners and the Acclr experts of the Chamber of Commerce of Metropolitan Montreal will spend individual time with each participant to help them finalize their new Market Entry Plans.

By the end of the process, participating firms can expect to have a new Market Entry plan, which they are beginning to activate with assistance from TAP's Lead & Supporting Partners.

The contributors are resolved to help participating companies take the first step towards new markets by giving them the resources, information and contacts they need to grow internationally.



---

## ELIGIBILITY GUIDELINES

Any company wishing to participate in TAP-GTA should meet the following guidelines:

- Generates more than \$500,000 in annual revenue
- Has a product, service or technology with a competitive advantage
- Has a desire to diversify its market or expand into an international one
- Has been in business for at least two years (including this year) and received income for its product, service or technology
- Is a good corporate citizen, devoid of corruption, environmental and human rights violations

---

## APPLICATION REQUIREMENTS

Companies that meet the profile are welcome to apply for the program by submitting this registration form to [pacmontreal@ccmm.ca](mailto:pacmontreal@ccmm.ca).

**Step 1:** Complete and send the registration form.

**Step 2:** CCMM's Acclr experts validate the company's registration.

**Step 3:** The company finalizes registration by sending financial statements and payment for the activity.

**PRIVACY NOTE:** The Chamber of Commerce of Metropolitan Montreal keeps the company's information as well as the personal information collected, in accordance with these policies, only for as long as necessary to fulfill the purposes for which they were collected. After this period, the Chamber ensures their anonymity and ensures protection against unauthorized access or communication. The Chamber keeps your file and applies appropriate security measures to preserve the privacy or confidentiality of your information.

CCMM reserves the right to accept or refuse any application whether or not it meets the selection criteria.

Please find key dates for the program at [ccmm.ca/en/pacmontreal](http://ccmm.ca/en/pacmontreal)

### CONTACT

**Jérémie Bourque**

Advisor, Export  
Acceleration Programs  
Chamber of Commerce of  
Metropolitan Montreal

514 871-4002, ext. 6217  
[pacmontreal@ccmm.ca](mailto:pacmontreal@ccmm.ca)



## CHOICE OF COHORT

### Montréal cohorts :

**Cohort 1 (French):** September 25 and 26 and October 3 and 30, 2019

**Cohort 2 (English):** February 4, 5 and 12 and March 17, 2020

**Cohort 3 – Tailored to the manufacturing sector (English):** March 3, 4 and 10 and April 7, 2020

**Cohort 4 (French):** April 28 and 29, May 6 and June 2, 2020

### Cohorts outside Montréal:

**Québec City cohort (French):** October 9, 10 and 16 and November 13, 2019

**Cohort – city to be confirmed (French):** April – May 2020

## CONTACT INFO

First Name:\*

Last Name:\*

Title:\*

Company:\*(  
*legal name*)

Address:\*

Website:\*

City:\*

Email:\*

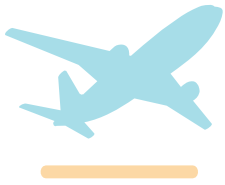
Province:\*

Telephone:\*

Postal Code:\*

Country:\*

Who nominated you to apply to TAP?\*(  
(Name of the organization/person)



## COMPANY PROFILE

What is your company's legal structure?\*

Incorporated     
  Partnership/JV     
  Sole Proprietorship     
  Branch/Subsidiary (foreign owned)  
 Other

Please describe your company by selecting from the categories below:\*

Product	Service	Sector
Other:	Other:	

Who do you sell your products/services to?\*

Manufacturer     
  Wholesaler     
  Distributor     
  Retailer     
  Consumer

Please indicate the number of employees and gross revenue for your organization during the specified time periods:\*

Fiscal Year	Number of Employees	Gross Revenue
Current		
2018		
2017		
2016		

Are you **currently** exporting?\*

Yes

No

If yes, please indicate your company's export revenue for the specified time periods, as well as the percentage of total sales that are the result of your exporting activities:

Fiscal Year	Export Revenue	Percentage of Total Sales
Current		
2018		
2017		
2016		



What is your company's export status?\*

What percentage of your business sales is online (via ecommerce platforms)?\*

None	0-10%	11-20%	21-40%	41-60%	More than 60%
------	-------	--------	--------	--------	---------------

How long has your company been exporting?\*

No exports	Last 12 months	1-3 years
4-5 years	6-10 years	More than 10 years

If your company is **currently** exporting, what are the top 3 countries it exports to?\*

Market #1	Market #2	Market #3
-----------	-----------	-----------

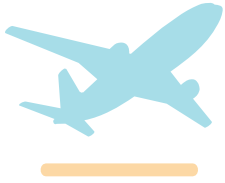
What is your main export challenge?\*

Describe your company and its competitive advantage: (maximum 200 words)\*

What are your objectives for expanding globally? (maximum 200 words)\*

Which countries are you interested in entering? Why? (maximum 200 words)\*

What are your expectations for the Trade Accelerator Program (TAP)? (maximum 200 words)\*



## WHAT WE NEED FROM YOU

### Your company is willing to:

Commit to attend all 4 days in full (2 days workshop, Export Plan Day & One-on-One Mentoring Day), and complete an export plan prior to the One-on-One Mentoring Day.\* Yes

Dedicate 2 senior representatives to participate in the program\* Yes

**Contact info for second representative\*** No

Name: \*Obligatoire

Title:

Email:

Telephone:

Share information about your company's exporting activity after completing the program.\* Yes

**CLIENT AUTHORIZATION:** The participant and the organization whom the participant represents hereby release the Chamber of Commerce of Metropolitan Montréal and the World Trade Centre Montreal from any liability whatsoever and they hereby waive any recourse, claim or legal action of any kind whatsoever.

I,

(please enter full name)

Date:

have read and agree to the Client Authorization terms above.\*

### CONSENT TO SHARE AND RECEIVE INFORMATION

I hereby authorize the Chamber of Commerce of Metropolitan Montreal and the World Trade Centre Montréal to store and share the information collected in this form, including contact information, with the Trade Accelerator Program's partnering organizations, in accordance with the [Chamber's Privacy Policy](#). I understand that I can withdraw my consent at any time.

I consent to receive EDC's TradeInsights e-newsletter, trade information and promotional messages, and can withdraw consent at any time. I also consent to EDC's Cookie Use.

I hereby consent to the Chamber of Commerce of Metropolitan Montreal and the World Trade Centre Montreal collecting, storing and sharing my contact information with other participants in the Trade Accelerator Program, in accordance with the [Chamber's Privacy Policy](#) available here. I understand that I can withdraw my consent at any time.



ACCLR

Business Services



[pacmontreal@ccmm.ca](mailto:pacmontreal@ccmm.ca)


Program created by: World Trade Centre Toronto | Toronto Region Board of Trade

 [ccmm.ca](http://ccmm.ca)

 [@Acclr\\_CCMM](https://twitter.com/Acclr_CCMM)

 [Acclr — Business Services](#)

 380 St. Antoine Street West, suite 6000  
Montréal, QC H2Y 3X7

 514 871-4002