

Germany Switzerland

Export to Europe through Germany and Switzerland

FEBRUARY 26 – MARCH 6, 2010

Now
Rescheduled
for 2010

The European Union, with Germany and Switzerland at its financial and geographic heart, presents a market full of lucrative trading opportunities for Nova Scotia companies.

Whether you are preparing your market-entry strategy and want to identify new opportunities, or you need to expand on your existing European trading partnerships, the [Atlantic Canada Opportunities Agency](#) (ACOA) and the [World Trade Centre Atlantic Canada](#) (WTCAC) can help. This fall, they are offering a multi-sector trade mission to Germany and Switzerland for mainland Nova Scotia exporters. Participating companies will receive:

- Six pre-qualified meetings with German / Swiss companies
- All in-market transportation (both ground transportation and local flights)
- A familiarization session on the markets (pre-mission)
- The mission is funded by ACOA and jointly led with WTCAC

Are you eligible to participate?

To be eligible for participation in this mission, companies must submit a completed application form, and meet the following requirements:

- Be a mainland Nova Scotia exporter
- Be in good standing with ACOA
- Pay the program fee (\$1,000 + HST)*

* Companies will be responsible for their flight to Europe, hotel accommodations and meals.



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada

WORLD TRADE CENTRE
ATLANTIC
CANADA



Apply today

Please complete and submit the attached application form by fax or email to:

Bill Aasvanger, General Manager
World Trade Centre Atlantic
Canada

T: 902-421-1302 ext. 277

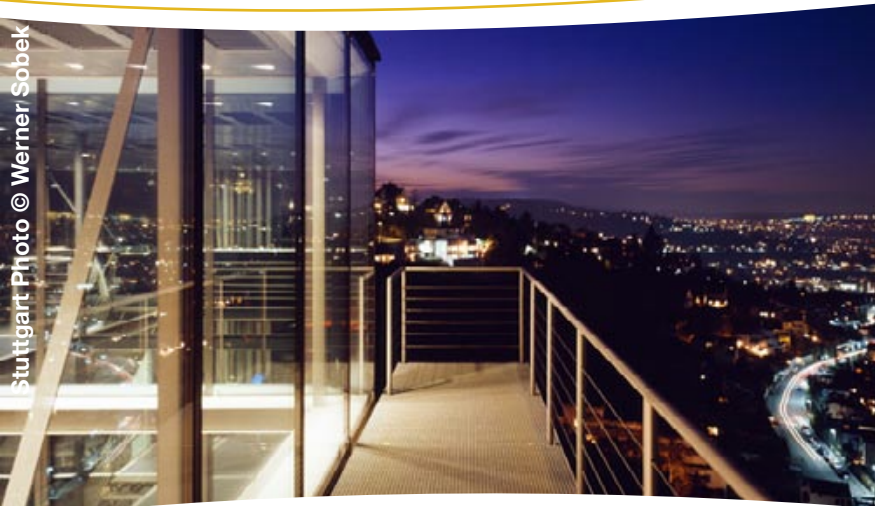
F: 902-420-8308

E: [baasvanger@
tradecentrelimited.com](mailto:baasvanger@tradecentrelimited.com)

Or visit:

www.wtcac.com/export2europe





about the German market

With annual sales of two trillion Euros, Germany maintains Europe's largest economy and the third-largest economy worldwide. Many leading multinational corporations — Daimler, SAP, Siemens, Bayer, and BASF among them — are based here, but it is the strength of the country's small-to medium-sized enterprises (SMEs) that drive the German market.

This trade mission will introduce Nova Scotian exporters to the nexus of the German manufacturing sector. Delegates will arrive in Stuttgart, the capital of Baden-Württemberg. With a population of 10.7 million, this state enjoys a per capita GDP of \$53,000 Canadian. Key industries based in BW include automobile manufacturing, logistics, manufacturing technology, health care, and engineering in the mechanical, electrical and electronic disciplines.

about the Swiss market

Located in the heart of Europe, Switzerland has a population of 7.5 million and a GDP per capita of \$64,000 Canadian. The Swiss economy is one of the strongest and most diversified in the world. Dozens of domestic and foreign multinationals, hundreds of thousands of small and mid-sized companies and a large financial sector create a business environment that is internationally sophisticated and highly competitive.

Our trade mission will target Switzerland's economic centre: the Greater Zurich Area encompasses the Cantons of Aargau, Glarus, Graubunden, Shaffhausen, Solothurn, Schwyz and Zurich. This is where a number of acclaimed international companies — including Cisco Systems, Dow, Ecolab, Google, John Deere, Kraft Foods and Kühne & Nagel — have chosen to bundle corporate functions for their European operations. Delegates will find corporate headquarters here focusing on holding functions, intellectual property management, finance, supply chain management and R&D.

Itinerary

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Friday, February 26, 2010
Depart Halifax to Germany

Saturday, February 27
Arrive in Stuttgart

Sunday, February 28
Individual review of
matchmaking schedules/
updates

*Monday, March 1 to
Wednesday, March 3*
Matchmaking meetings
in Germany

Thursday, March 4
Depart Germany and
arrive in Zurich (am);
matchmaking meetings (pm)

Friday, March 5
Matchmaking meetings
in Switzerland

Saturday, March 6
Return to Halifax



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TRADE MISSION TO GERMANY & SWITZERLAND

export2europe

NEW DATES: FEBRUARY 26 – MARCH 6, 2010 • APPLICATION & COMPANY PROFILE FORM

To be eligible for participation, applicants must be a mainland Nova Scotia exporter, be in good standing with ACOA, and submit a completed application form for approval.

Applicant Contact Information

Company/Organization:			
Participant's Name & Title:			
Address:			
Telephone Number:		Fax Number:	
Email Address:		Website	

Corporate Profile

Please describe your organization and its activities:

Is your organization already conducting business in Europe? If yes, please describe:

Total company sales in 2008 (if applicable):	
Value of exports to Europe (if applicable):	



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Please indicate your business objectives for attending this mission:

- | | |
|---|--|
| <input type="checkbox"/> Purchase of European goods or services | <input type="checkbox"/> Direct sales into Europe / Germany / Switzerland |
| <input type="checkbox"/> Secure joint venture partner(s) | <input type="checkbox"/> Market research |
| <input type="checkbox"/> Logistics/transportation opportunities | <input type="checkbox"/> Secure market representation (distributor, agent or licensee) |

What products or services will you be promoting on the Mission (if applicable)?

What are the competitive advantages of your products or services? Please check all that apply:

- | | | |
|--|---|---|
| <input type="checkbox"/> Pricing | <input type="checkbox"/> Design | <input type="checkbox"/> Lower costs |
| <input type="checkbox"/> Faster turnaround | <input type="checkbox"/> Best practices | <input type="checkbox"/> Customer service |
| <input type="checkbox"/> Proven track record | <input type="checkbox"/> Other (please specify) | |

Please list your targeted industry sectors (if applicable):

Please describe your typical client (if applicable):

