



Introduction to the
Export Services Branch Programmes and Services
Ministry of International Trade

Export Services Branch Overview

Branch Mandate: To support/assist Small and Medium Enterprises (SMEs) to increase the number of new exporters, expand exports in current global markets and diversity exports into new markets.

Who are our clients?

Ontario small- and medium-sized enterprises with exportable goods or service. SMEs may not be aware of global opportunities or may perceive exporting as risky.

Programs: Support SMEs with a continuum of services - introduction to exporting markets, building awareness of opportunities and programs, and in-market support to build SME capacity and de-risk entry into global markets.

Programs

Exporter Skills Development

- Seminars, Webinars, Workshops, E-Programs. (1st Steps to Exporting; NAFTA, Customs, New Exporters to Border States)
- One-on-one market consulting to develop a market business strategy.

Outbound Trade Missions

- 70-80 Trade Missions annually

Inbound Missions, Global Export Forums

- Business-to-business meetings between global buyers and Ontario suppliers and site visits

Advocacy

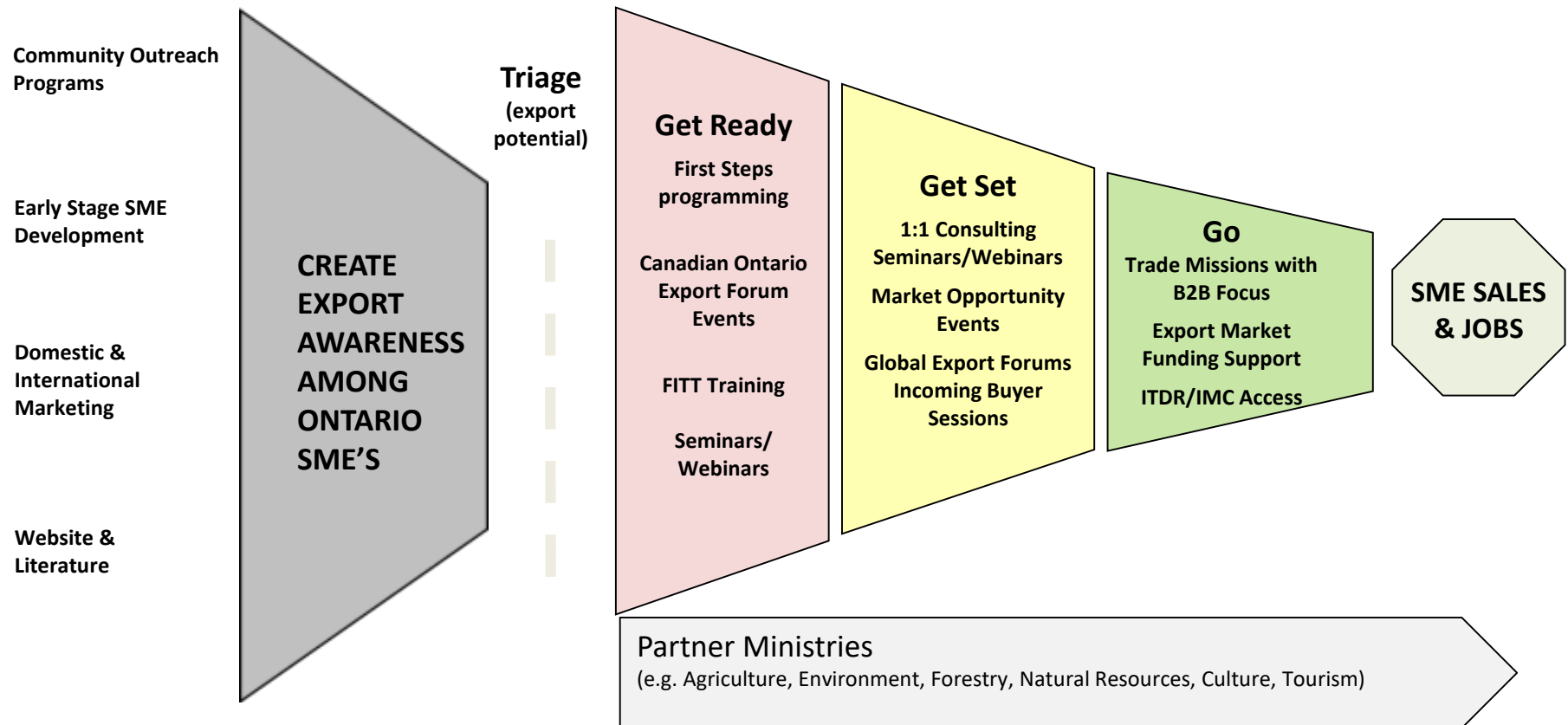
- Advocate on behalf of clients with foreign buyers.

Support SMEs via International Representation

- In-Market Trade Development Representatives deliver in market business development services for exporters (GCC, Southeast Asia, Mexico, Chile, Brazil)
- We work on trade promotion and collaborate on missions with Ontario's International Trade and Investment Offices in 11 markets.

Trade Unit Sales Funnel

Export Sales Funnel – Increasing Exports & Exporters



THE AMERICAS

Manager

Carla Tsambourlianos
416-325-6658 Carla.Tsambourlianos@ontario.ca

Administrative Assistant

Mary Pytlowany
416-212-8471 Mary.Pytlowany@ontario.ca

U.S. (Aerospace and Advanced Manufacturing)

George Braoudakis
416-314-0203 George.Braoudakis@ontario.ca

U.S. (Sustainable Technologies)

Rita Patlan
416-325-9210 Rita.Patlan@ontario.ca

U.S. (Information and Communications Technology)

Mauricio Ospina
416-325-6151 Mauricio.Ospina@ontario.ca

U.S. (Health Industries and Building Products)

Patricia Cosgrove
416-212-1030 Patricia.Cosgrove@ontario.ca

Brazil, Argentina and the Caribbean

Claudia Penalosa
416-303-9173 Claudia.Penalosa@ontario.ca

Chile, Peru and Colombia

Marek Karwowski
416-325-9821 Marek.Karwowski@ontario.ca

Mexico

Rowena Dias
416-314-8242 Rowena.Dias@ontario.ca

EUROPE AND MIDDLE EAST

Manager

Vitaly Paroshyn
416-314-0915 Vitaly.Paroshyn@ontario.ca

Administrative Assistant

Amanda Rock
416-325-6510 Amanda.Rock@ontario.ca

Eastern and Southeast Europe & Israel

Vitaly Paroshyn
416-314-0915 Vitaly.Paroshyn@ontario.ca

Europe (Advanced Manufacturing, Energy and ICT)

Victor Miranda
416-314-8231 Victor.Miranda@ontario.ca

Europe (Life Sciences, Automotive and Transportation)

Patrick Barry
416-326-1075 Patrick.Barry@ontario.ca

Europe (Aerospace & Defence and Clean Technologies)

Maureen Angus
416-314-2602 Maureen.Angus@ontario.ca

Middle East (Life Sciences, ICT, Oil & Gas)

Vitaly Paroshyn
416-314-0915 Vitaly.Paroshyn@ontario.ca

Middle East/Africa (Construction/Infrastructure, Clean Technologies and Advanced Manufacturing)

Eyad Qudsi
416-212-1675 Eyad.Qudsi@ontario.ca

ASIA AND AUSTRALASIA

Manager (A)

Carla Tsambourlianos
416-325-6658 Carla.Tsambourlianos@ontario.ca

Administrative Assistant

Elizabeth Aqui Seto
416-314-8250 Elizabeth.Aquite-Seto@ontario.ca

China (Automotive, ICT, Life Sciences and Aerospace)

Lisa Qi
416-326-1346 Lisa.Qi@ontario.ca

China (Environmental and Professional Services)

Ellen Wei Cao
416-327-2450 Ellen.Cao@ontario.ca

Japan, Korea, Australia and New Zealand

Wenbo Pan
416-325-6782 Wenbo.Pan@ontario.ca

India

Fawzia Sheikh
416-314-2452 Fawzia.Sheikh@ontario.ca

Southeast Asia

Eve Rotstein
416-325-6896 Eve.Rotstein@ontario.ca

pan-Asia/Australasia (Infrastructure)

Akhil Tyagi
416-327-2371 Akhil.Tyagi@ontario.ca

Which Global Market?

Ontario's Top 20 Markets

Year of 2016, Value in Millions of C\$

1	United States	206,586
2	United Kingdom	14,004
3	Mexico	3,682
4	China	3,225
5	Germany	2,007
6	Japan	1,810
7	Hong Kong	1,232
8	Norway	1,135
9	France	991
10	Italy	984
11	Netherlands	949
12	Saudi Arabia	820
13	Korea, South	783
14	Brazil	689
15	Belgium	662
16	Australia	656
17	Switzerland	646
18	Singapore	549
19	United Arab Emirates	493
20	India	479

Ontario's Top 20 Trade Partners

Year of 2016, Value in Millions of C\$

1	United States	395,654
2	China	42,207
3	Mexico	30,419
4	United Kingdom	16,779
5	Japan	13,197
6	Germany	10,681
7	Korea, South	6,219
8	Italy	4,848
9	Switzerland	4,170
10	France	3,353
11	Vietnam	3,135
12	Taiwan	3,009
13	India	2,536
14	Thailand	2,250
15	Brazil	2,116
16	Malaysia	1,956
17	Netherlands	1,944
18	Belgium	1,779
19	Peru	1,771
20	Argentina	1,480

Our Target Markets:

Developed	Emerging Markets
USA	Asia (China, Vietnam, Singapore, Thailand, Indonesia, Malaysia)
EU	Gulf States (Saudi Arabia, UAE, Kuwait, Qatar)
Japan	Russia
South Korea	South America (Mexico, Brazil, Peru, Chile)
Australia	India
Israel	Turkey

Sector Opportunities

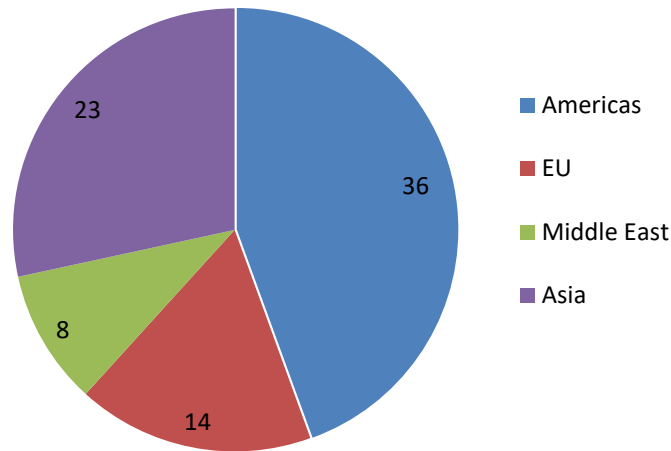
Clean Tech Renewables Lean Manufacturing Automation Robotics Drones Surveillance Sensors Aerospace Connected Car Autonomous Vehicles Mining Technologies Oil and Gas Technologies	Advanced Manufacturing
Digitized Records Homecare Medical Technologies Remote Surgery Data Analytics	Life Sciences
Wireless Internet of Things Smart Homes / Infrastructure Cloud Computing, Storage, Analytics Fintech	ICT
Greenbuild Modern Infrastructure Smart Materials	Construction

Our target Sectors for Japan:

Automotive, Aerospace, Healthcare, ICT, Greenbuild and Clean Tech

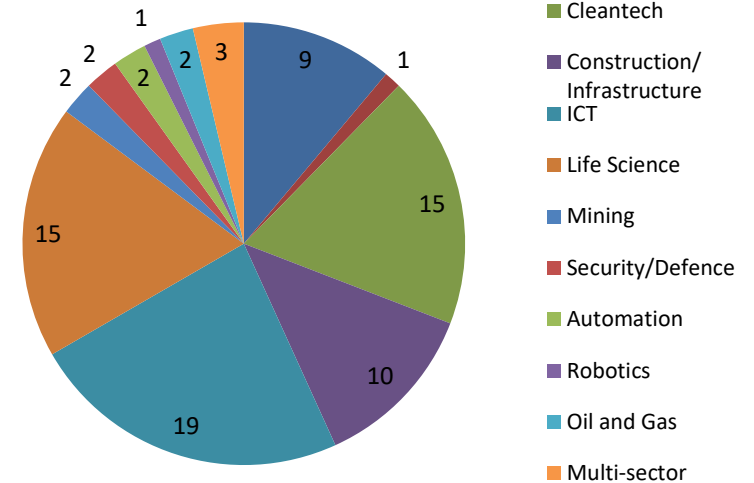
Outbound Missions by Geography and Sectors

Missions by Geography



- The Americas are the largest market for outbound missions, followed by Asia, the EU and the Middle East
- 23 new missions have been added for 2016-2017:
 - 6 in the US (3 clean tech, 3 ICT)
 - 5 in South/Central America (Life Science, Clean Tech, Aerospace, Construction /Infrastructure, Multi-Sector)
 - 2 in European Union (Clean Tech, Robotics)
 - 3 in Middle East (Defence and Security, Life Sciences)
 - 2 in China (ICT, Automation)
 - 3 in SE Asia, Korea, Japan, Australia (ICT, Aerospace, Clean Tech)
 - 2 in India (Life Sciences, Automation)

Missions by Sector



- The majority of outbound missions are in clean technologies, ICT and Life Sciences
- 23 new missions added are:
 - 5 in Clean Tech (3 in US, 1 Mexico, 1 Spain)
 - 5 in ICT (3 in US, 1 in China, 1 Japan),
 - 3 in Life Sciences (India, Brazil, Israel)
 - 2 in Automation (1 India, 1 China)
 - 2 in Aerospace (Mexico and Japan)
 - 2 in Construction (Peru and Singapore)
 - 1 in Robotics
 - 2 in Defense and Security (UAE and Israel)
 - 1 in Multi-Sector (Cuba)

Calendar of
International Export
Programs

April 2017 - March 2018

ontario.ca/tradecalendar

	Exporter Education	2
	Aerospace	8
	Agri-food	15
	Automotive Products	24
	Clean Technology (Environment and Energy)	28
	Construction and Infrastructure	40
	Forestry and Wood Manufacturing	45
	Information and Communications Technology	50
	Life Sciences and Healthcare	63
	Mining Supply and Services	74
	Tourism	77
	Other Sectors	83

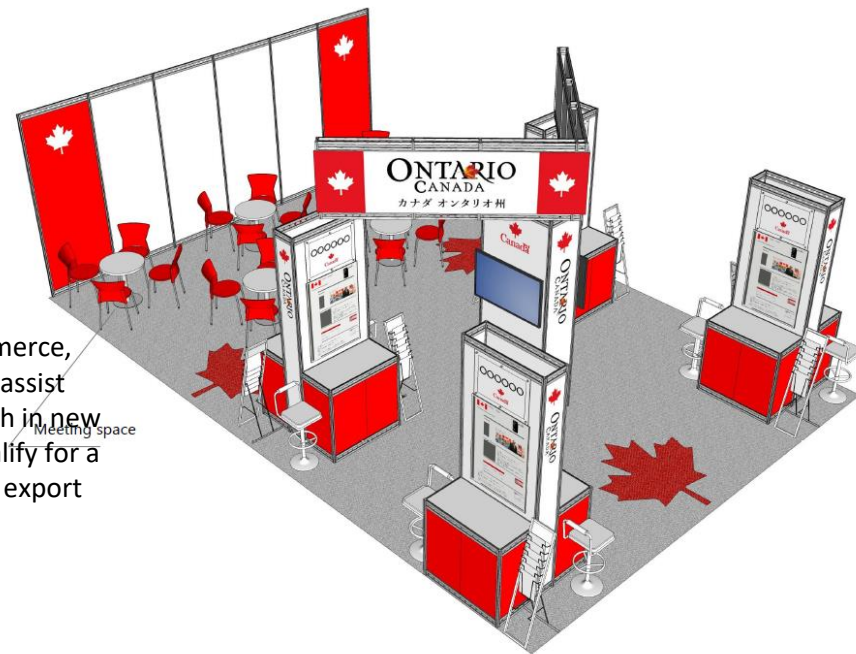
Trade Mission to Medical Japan and Korea, February 20-26, 2018

- Well-designed Ontario/Canada pavilion
- B2B meetings
- Interpretation services
- Media exposure
- Partners
- Industry seminar
- Site visit
- Potential Funding

Export Market Access (EMA) is an initiative of the Ontario Chamber of Commerce, with support and funding from the Government of Ontario. It is designed to assist small to medium size organizations (SMEs) to access and expand their growth in new foreign markets. Companies with annual sales of \$500,000 or more may qualify for a grant covering up to 50% of the direct costs of accessing and expanding into export markets (up to C\$30,000). For more details and to apply, please visit:

www.exportaccess.ca

CanExport : <http://international.gc.ca/trade-commerce/funding-financement/canexport/index.aspx?lang=eng>



Mission Itinerary

February 20 (Tue)

Osaka

a.m.

Life Sciences Seminar co-organized with Osaka Prefectural Government and life Sciences Cluster, Networking

Lunch

p.m.

Business to business meetings

p.m.

Booth set up at Medical Japan

February 21-23 (Wed-Fri)

Osaka

Exhibition at Ontario Pavilion at Medical Japan , Individual B2B meetings @ INTEX Osaka

February 26 (Mon)

Seoul

9:00am

Market Briefing by Trade Commissioners, Canadian Embassy in Korea

10:30am

Briefing with industry association, educational institutions, other industry players (TBD)

12:30pm

Lunch

2.00pm

Individual/group meetings (TBC).