

For immediate release
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Wisconsin companies invited to explore international business growth in Canada

WEDC trade venture targets companies seeking to start or expand their exports

MADISON, WI, Dec. 19, 2016 –The Wisconsin Economic Development Corporation (WEDC) is leading a global trade venture to Canada from April 30 to May 5, 2017, with stops in Toronto and Montreal.

As a large, advanced economy with well-developed infrastructure, Canada is an ideal first market for new-to-export companies and one that seeks innovative, advanced technology product and service solutions. In Canada, Wisconsin companies will find a friendly market with many potential buyers for their products and services, especially if they offer innovations that solve problems for companies in their respective sectors.

Canada is a highly receptive, open and transparent market for U.S. products and services, with Canadians spending more than 60 percent of their disposable income on U.S. goods and services. In 2015, U.S. exports to Canada were equal to U.S. exports to China, Japan, the UK and Germany combined. The North American Free Trade Agreement (NAFTA), a common language, cultural similarities and geographic proximity also ease the path for U.S. exports to Canada. Thus, Canada represents a strong opportunity market for Wisconsin exporters across all sectors.

“Through global trade ventures and the assistance of WEDC’s global network, we take the mystery out of exporting and help provide a clear path for Wisconsin companies to grow their sales in international markets,” said Katy Sinnott, WEDC vice president of international business development.

In each city, participants will be scheduled for customized one-on-one meetings with prospective partners in the market. These partners are pre-qualified for each participating company based on specific qualifications and criteria that suit the company’s needs. Each participant in the global trade venture will also receive market intelligence specific to his or her company, detailing considerations to keep in mind when introducing the company’s product or service into the Canadian market. With logistics and scheduling handled for them, participating companies can focus on business.

The fee for this program is \$1,800, which covers market research and one-on-one appointments, transportation to business meetings, hotel accommodations for the duration of the program and some group meals.

The program registration deadline is March 6, 2017. For more information, visit InWisconsin.com/canada2017.

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About the Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. Working with more than 600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network. Visit www.inwisconsin.com or follow WEDC on Twitter [@ InWisconsin](https://twitter.com/InWisconsin) to learn more.