



TORONTO  
REGION  
BOARD OF TRADE

T-A-P GTA  
TRADE ACCELERATOR PROGRAM



LEAD PARTNERS:



FINANCIAL SERVICES  
PARTNER



INNOVATION  
PARTNER



GLOBAL SUPPLY CHAIN  
PARTNER

SUPPORTING PARTNERS:



APPLICATION PACKAGE



## 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 Toronto Region Board of Trade has launched TAP GTA, a trade accelerator program to serve as the one-stop-shop for a company's exporting needs.

Through its Lead & Supporting Partners, TAP GTA gives companies access to Canada's top exporting advisors, resources and contacts. Companies will have the opportunity to work with RBC, CN, UPS, EDC, BDC, the Trade Commissioner Service, the Province of Ontario and others to build a new Market Entry Plan and then begin its activation.

The Toronto Region Board of Trade encourages companies to take advantage of this unique opportunity to accelerate their firm's growth and export capacity. The services and visibility offered by TAP GTA are valued to be approximately \$25,000.

## PROGRAM ACTIVITIES

### STEP 1: ONBOARD

The program begins with an intensive two-day training session in Toronto 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 at the Board of Trade, 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 analysed 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 Board's Lead and Supporting TAP GTA Partners to fill in the gaps.

### STEP 3: ACTIVATE

The Board's Lead & Supporting TAP GTA partners and the export specialists of the Board of Trade 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 the Board's TAP GTA Lead & Supporting Partners.

These organizations are resolved to help participating companies take the first step into a new market by assisting them with the resources, information and contacts they need to go global.



## ELIGIBILITY GUIDELINES

The companies being sought for TAP GTA should meet the following criteria:

- Generates more than \$1 million in annual revenue
- Is already exporting a product or service, but wishes to diversify its export markets – OR – Has taken exploratory steps abroad
- Is willing to dedicate a senior representative to participate in the program and apply its resources
- Has a product or service with a strong competitive advantage as a result of quality or patent protection
- Is a good corporate citizen, devoid of corruption, environmental and human right violations
- Can share two years of financial statements with its application to demonstrate its solvency

## APPLICATION REQUIREMENTS

Companies that meet the profile are welcome to apply for the program by submitting the following documents to [tapapplication@bot.com](mailto:tapapplication@bot.com).

Please find key dates for the program at [bot.com/TAP](http://bot.com/TAP)

- A duly completed application form
- Financial statements for the last two fiscal years

## CONTACT

### **Gwenaele Montagner**

Program Manager  
Toronto Region Board of Trade

416-862-5203  
[tapapplication@bot.com](mailto:tapapplication@bot.com)



## CONTACT INFORMATION

Mr.                   Ms.

First Name:

Last Name:

Title:

Company:

Address:

Website:

City:

Email:

Province:

Telephone:

Postal Code:

### Cell Phone:

## COMPANY PROFILE

Total number of employees (full & part time)?:

What was your company's gross revenue last fiscal year?

What is your company's legal structure?

Corporation      Partnership      Sole Proprietorship      Other

Who buys your company's products/services? (check all that apply)

### End User      Manufacturer      Distributor

Does your co

Yes      No

<sup>16</sup> See, for example, the discussion of the concept of "soft law" in the article by S. S. Slobodin.

Describe your company's products/services and advantages (maximum 300 words):



## INTENTIONS AND EXPECTATIONS

Were you encouraged by someone to apply to this program?

Yes      No      Which Company?

What are your objectives at the international level? Which markets are you interested in entering? (maximum 200 words)

What are your expectations for TAP GTA (maximum 200 words)?

Is your company willing to:

Dedicate a senior representative to participate in the program and apply its resources? Yes      No

Share information about your company's exporting activity after the program? Yes      No

I, \_\_\_\_\_, have read  
and agree to the Client Authorization terms below.      **Date**  
(Please enter full name)

**CLIENT AUTHORIZATION:** The participant and the organization whom the participant represents hereby:

- Release the Toronto Region Board of Trade from any liability whatsoever and they hereby waive any recourse, claim or legal action of any kind whatsoever;
- Authorize the Toronto Region Board of Trade to share pertinent information with the program's partnering organizations.



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