

# Expression of Interest for Export Training Services

## Atlantic Canadian Grow Export Project 2020

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### Background

The goal of the Grow Export 2020 program is to promote export to Atlantic Canadian companies that have not explored export or who have not engaged strategically in the global marketplace, and to provide tools to support future export related endeavors. Building on the success of the Grow Export pilot program, which saw 36 companies complete export training, this Grow Export 2020 program is designed to continue to engage entrepreneurs, raise export awareness, and support growth through training, coaching and access to experts.

Grow Export 2020 will be cohort based and the education will focus on a series of workshops conducted with a hybrid delivery model. The workshops, with a mix of face to face, synchronized online, self-directed, as well as one on one coaching will ensure that the programing successfully reaches all Atlantic Canadian participants.

The delivery of Grow Export 2020 is dependent on funding approval.

### Scope of Services Required

- Workshops will be held in all four Atlantic provinces (a mix of in person and online);
- All workshops held in New Brunswick will have to be offered in both official languages;
- All workshops held in New Brunswick will have a single provider for all topics;
- Workshop topics will include a variety of export readiness skills from market analysis to market entry.

### Timeline

Recruitment of Atlantic Canadian companies is planned for November and December 2019, with the onboarding, needs assessment and first training occurring in January 2020. Training, coaching and one on one meetings will continue until the wrap up of the training components in September 2020.

### Expression of Interest Submission

To express interest as a potential trainer and coach for the Grow Export 2020 project please complete the following application form and submit via e-mail.

Proposals must be received no later than 4:30pm AST, Wednesday November 20<sup>th</sup>, 2019

Proposals must be submitted electronically to:

Erinn Smith, Executive Director

NS Association of CBDCs

erinn.smith@cbdc.ca

Ph: (902) 384-3346

## Application form

Applicant name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/ State: \_\_\_\_\_

Postal Code/Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please detail your work experience related to business growth and export readiness training:

Names for three (3) references with e-mail addresses:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Please attached a copy of your resume or CV with your submission or a company bio

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_