

# ATIGS and ATIGA Results Summary

## Trade and Investment: Critical Levers for Growth

Aspirational Goals to Move the Needle

**From 2015 to 2020, Atlantic Canada:**

Increased the number of exporters by **2.7%** (-1.7% for Canada)  
(Source: Statistics Canada)

Increased the value of exports by **6.7%** (-1.5% for Canada)  
(Source: Statistics Canada)

Experienced a slight drop in number of firms exporting to **2 or more countries** (-3.2% vs -1.4% for Canada)  
(Source: Statistics Canada)

Attracted estimated **\$4.5B** in announced FDI (greenfield) investments (3.7% of national total, 2017-2020)  
(Source: FDI Markets)

When comparing firms participating in ATIGA-supported activities to others in Atlantic Canada...

Export sales are **2.7x** higher

Close to 20% more have **annual export revenues of \$5M or more**

Close to **40%** more export to more than 1 country

Source: Statistics Canada (2019 data), in-market activities only

### Estimated Return on Investment

Firms involved in ATIGA-supported activities estimate:

**\$189M** in short-term sales (\$15.28 per dollar invested)

**\$464M** in long-term sales (\$51.36 per dollar invested)

Sales focused on Asia, EU, US and Caribbean markets

Source: Estimates based on participant survey data, in-market activities only (2021 data)

### What's in it for exporters?

Case study: Europe Market Development Program

An **SME** that takes part **receives:**

One-on-one, customized business and market advice

Market entry and pre-qualified connections to potential business partners

Services from in-market professionals to drive sales and market activities

28 firms registered to date (Feb. 2022)

### ATIGA Investments 2017-2022

Federal/Provincial Atlantic Trade and Investment Growth Agreement

Close to **\$20M** over 120 projects

Successful pivot to respond to COVID-19 impacts

**67%** for in-market activities, **20%** for market research and intelligence, **13%** to build global competitiveness capacity

Estimated **258** unique firms involved in in-market activities, and **1,286** firms involved in capacity building activities

### What exporters are saying

“They cared about the results and growing our business.”

“The opportunity to go to trade shows for a start-up company is very significant. It put us on the map.”

“We are always looking for ways to gain exposure with site selectors and businesses in other markets (that are) interested in locating in our region.”

“The Grow Export Program was extremely valuable to our business and was key to our survival during our rebranding, reorganizing our supply chain and weathering the pandemic.”