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)

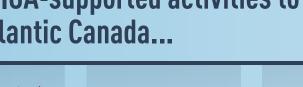
Experienced a slight drop in number of firms exporting to 2 or more countries (-3.2% vs -1.4%

for Canada) (Source: Statistics Canada)

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

> (Source: FDIMarkets)

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



Export sales are **2.7**x higher

Estimated

Return on

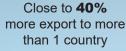
Investment

Firms involved in

have annual export revenues of \$5M or more

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

Close to 20% more





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

Estimated 258 unique firms involved in in-market activities,

and 1,286 firms involved

in capacity building

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

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)

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.









