

Direct routes to export success now available.

Looking to grow your business in Europe or the Indo-Pacific?
Your path is clear.

For businesses with export-ready products and services, the Market Entry Development Program provides:



Help to reduce barriers
for market entry



Tailored, one-on-one
support



Business connections,
and more.

“The program provided a tremendous service and has saved Rutter extensive legwork in helping us better understand and connect with the Japan and S.E. Asian region.”

• Stephen Hale, Vice President, Rutter Inc.



Apply Now

The program offers two options: the **Essential program** or the **Comprehensive program**. Discover which is best for you.

| Category | Essential Program | Comprehensive Program |
|-----------------------------|--|--|
| Objective | <ul style="list-style-type: none"> Provide a focused entry point into a new market with essential insights and initial connections | <ul style="list-style-type: none"> Enable market engagement for strategic entry into new markets with tailored support. |
| Market Research | <ul style="list-style-type: none"> Targeted research for a single market, focusing on sector level insights | <ul style="list-style-type: none"> Single or multi-market analysis with strategic opportunity mapping and prioritization |
| Strategy Development | <ul style="list-style-type: none"> Identification of route(s) to market Identification of key competitors Overview of regulatory landscape | <ul style="list-style-type: none"> Development of a go to market plan Competitor analysis Regulatory guidance and support for compliance Review of marketing materials |
| Market Engagement | <ul style="list-style-type: none"> Preliminary opportunity mapping Support for opportunity identification (including trade shows) | <ul style="list-style-type: none"> Tailored outreach targeting key contacts Qualified C-level B2B meetings with potential customers/partners |
| Customization Level | <ul style="list-style-type: none"> Tailored to meet the basic entry needs with one-on-one consultation | <ul style="list-style-type: none"> Highly customized to align with company growth objectives, providing tailored support |
| Program Duration | <ul style="list-style-type: none"> 10 days of consultant assistance Shorter duration for rapid market validation | <ul style="list-style-type: none"> 20 days of consultant assistance Longer duration to allow for extensive planning for market entry |
| Ideal Applicants | <ul style="list-style-type: none"> Atlantic based, registered companies, in good standing with an exportable product or service Seeking to explore a new market Needing basic market insights | <ul style="list-style-type: none"> Atlantic based, registered companies, in good standing with an exportable product or service Preparing for market entry Needing detailed market insights |
| Expected Outcomes | <ul style="list-style-type: none"> Understanding of market viability Business connection meetings | <ul style="list-style-type: none"> Market Entry Strategy Comprehensive prospect list and qualification report B2B meetings |
| Cost to Participant | \$1,250 + HST | \$2,500 + HST |



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To apply or get more information, visit medp-pdem.ca or reach out to one of the trade representatives below:

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