



TRADE ECOSYSTEM

SUPPORT RESOURCE

CALGARY ECONOMIC DEVELOPMENT

Fifth Avenue Place, West Tower
Suite 2600, 237 4 Avenue SW
Calgary, Alberta T2P 4K3

TRADE ECOSYSTEM SUPPORT RESOURCES

CALGARY ECONOMIC DEVELOPMENT

The purpose of this document is to provide local Albertan small and medium sized businesses with connections and resources to aid in their international expansion. Below you will find a collection of business summaries and contact information for trade partners, consulates, and additional resources.



SHONA REILLY
Senior Trade Manager



CHAD KULTGEN
Trade Activations Manager



SAMANTHA HAY
Trade Coordinator



SHAYNE VAN DER MEER
TAP Coordinator



NIMRIT ANAND
TAP Community Coordinator



ROCHELLE EDWARDS
TAP Community Coordinator



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ADDITIONAL RESOURCES

GOVERNMENT

[Export Development Canada](#)
[Business Development Bank of Canada](#)
[Alberta Agriculture & Forestry](#)
[Select USA Program](#)

CONSULATE LIST

[Austria – Consulate General](#)

[Belize – Consulate](#)

[Brazil – Consulate](#)

[Chile – Consulate](#)

[China - Consulate General](#)

[Colombia – Consulate](#)

[Czech Republic - Consulate General](#)

[Denmark – Consulate](#)

[El Salvador - Consulate General](#)

[Finland – Consulate](#)

[France – Consulate](#)

[Germany – Consulate](#)

[Ghana – Consulate](#)

[Hungary – Consulate](#)

[Iceland – Consulate](#)

[Ireland – Consulate](#)

[Italy – Consulate](#)

[Japan - Consulate General](#)

[Korea \(Republic\) - Consulate General](#)

[Mali – Consulate](#)

[México – Consulate](#)

[Mongolia – Consulate](#)

[Netherlands – Consulate General](#)

[Norway – Consulate](#)

[Paraguay – Consulate](#)

[Philippines - Consulate General](#)

[Poland – Consulate](#)

[Serbia – Consulate](#)

[Sri Lanka – Consulate](#)

[Sweden – Consulate](#)

[Switzerland – Consulate](#)

[United Kingdom - Consulate General](#)

[United States - Consulate General](#)

TRADE PARTNERS ACCOUNTING



TRADE PARTNERS ACCOUNTING

Industry: Accounting
Website: kpmg.com/ca/en/home/about/offices/calgary-1.html
Contact: **Dami Ajibade** dajibade@kpmg.ca **Adrienne King** adrienneking@kpmg.ca

KPMG

GENERAL INFORMATION

We are proud to be serving clients in and around Calgary for over 100 years. Today, with more than 700 employees and 70 partners, we have one of the largest professional services firms in Alberta; providing Audit, Tax, and Advisory services to public and private business.

- **Our Audit** practice helps clients manage risk so they can focus on their core businesses.
- **Our Tax** practice is also focused on finding opportunities and leveraging them to clients' best advantage in the form of significant tax savings. KPMG Law LLP, together with KPMG, provides a suite of wide-ranging tax and immigration law services, aiding our clients through their respective challenges.
- **Our Advisory** services provide guidance and insight on key issues related to change in three main practice areas:
 - The Management Consulting practice can help create and enhance business processes and systems to overcome barriers to business productivity.
 - Risk Consulting services help organizations assess and manage against their critical business risks by providing structured risk assessment frameworks to create resilience.
 - The Deal Advisory group help organizations grow and enhance shareholder value by providing strategic advice for them to assess and manage the complexities of a transaction.



Industry: Accounting
Website: rsmcanada.com
Contact: **Chris Deeth**
chris.deeth@rsmcanada.com

Jamie Nelson
jamie.nelson@rsmcanada.com

RSM CANADA

GENERAL INFORMATION

RSM's purpose is to deliver the power of being understood to our clients, colleagues and communities through world-class audit, tax and consulting services focused on middle market businesses. The clients we serve are the engine of global commerce and economic growth, and we are focused on developing leading professionals and services to meet their evolving needs in today's ever-changing business environment. RSM Canada provides public accounting services, and our team comprises 76 partners and over 600 people nationally in four office locations spanning Ontario and Alberta.

SERVICES OFFERED

- Audit and Assurance Services (Public, Private or Audit innovation)
- Tax Services (Business, international, indirect)
- Consulting Services (Risk Advisory, Digital transformation, Financial Outsourcing)

TRADE PARTNERS EDUCATION

Industry: Education

Website: www.mtroyal.ca

Contact: **Abdulrahman Chikouni**
achikhouni@mtroyal.ca

Don Haidey
dhaidey@mtroyal.ca

MOUNT ROYAL UNIVERSITY

GENERAL INFORMATION

Learn to appreciate the complexity of the global business environment and put your business skills to work anywhere in the world. Through a combination of theory and application, students enrolled in the international business major will gain in-depth knowledge about the functional, technical and relational aspects of working around the world as part of the global economy. The program focuses on global trade and supply chain strategy, cross-cultural management, international marketing, international finance, trade management, global mobility, managing in emerging markets and foreign market entry strategies.

PROGRAM LAYOUT

Cross-Cultural Management, Global Business Environment, International Trade Research, International Marketing, Global Supply Chain, International Trade Law, International Finance, Doing Business in Emerging Markets, Special Topics in International Business, International Market Entry Strategies, International Trade Management Project Management.

COMPETENCIES

- Intercultural, international, and global knowledge, perspectives and competencies among students and faculty.
- Experiential learning and small class sizes provides students with opportunities to engage with both industry professionals in real-time client projects, and other community members through directed research.

TRADE PARTNERS FINANCE



Industry: Finance
Website: www.hsbc.ca
Contact: **Samir Musayev**
samir.musayev@hsbc.ca

HSBC
GENERAL
INFORMATION

At HSBC Bank Canada, we pride ourselves in helping leaders navigate the ebbs and flows of running a business. For over 150 years we have been where the growth is, serving customers worldwide from offices in 64 countries and territories. With a diverse team of Relationship Managers at the ready, we have the passion and drive to help businesses thrive. We're a leading trade bank, and offer solutions including Receivables Finance, Documentary Credits, Guarantees, Documentary Collections, Trade Loans, Supply Chain Finance. Find out how we can support your business ambitions at business.hsbc.ca.

ABOUT SAMIR MUSAYEV

Samir Musayev is Senior Business Development Manager, Global Trade & Receivables Finance at HSBC Bank Canada. In his role, he helps customers reduce frictions in international trade, by reducing their risk and exposures, and maximizing their working capital. Samir started his career in banking as a teller, and rose through the ranks to the position of Head of Commercial Banking in seven years at an international bank back in Azerbaijan. He holds a PhD in Economics, with a thesis on banking and the way banks can help the real sector of the economy. He has excellent knowledge of businesses located across the Middle East, former Soviet Republics, as well as Eastern and Western Europe.



Industry: Finance

Website: www.rbc.com/canada.html

Contact: **Sam Lin**
sam.lin@rbc.com

Anshita Rai
anshita.raai@rbc.com

ROYAL BANK OF CANADA

GENERAL INFORMATION

We are one of North America's leading diversified financial services companies, and provide personal and commercial banking, wealth management, insurance, investor services and capital markets products and services on a global basis.

WHY CHOOSE US?

- 100+ years of helping Canadian businesses trade globally
- Comprehensive resources, research and tools to help you find the right markets for your business
- One-on-one mentoring, advice and expertise as you go global
- Access to valuable networks, partners and customers around the world
- Get expert advice from RBC Trade Specialists on bidding overseas, obtaining advance payments and improving cash flow

TRADE PARTNERS GOVERNMENT



Industry: Government

Website: www.edc.ca

Contact: Isaac Sider-Echenberg
isider-echenberg@edc.ca

Mary Dimkpa
mdimkpa@edc.ca

**EXPORT DEVELOPMENT
CANADA**

GENERAL INFORMATION

Export Development Canada (EDC) is a Crown corporation dedicated to helping Canadian companies of all sizes succeed on the world stage. As international risk experts, we equip them with the tools they need – the trade knowledge, financial solutions, equity, insurance, and connections – to grow their business with confidence.

We've been Canada's export credit agency since 1944. For over 75 years, large and small Canadian companies have counted on EDC to help manage and take on risk so they can succeed internationally.

- **Trade knowledge:** We provide expertise that enables our customers to make informed decisions and learn more about international markets.
- **Financial solutions:** We help companies get access to capital and credit by working with financial institution partners.
- **Insurance:** We offer protection that lowers the risk for Canadian companies doing business beyond our borders.
- **Connections:** We connect Canadian and international companies to help both parties grow their business.



Industry: Government

Website: www.bdc.ca/en

Contact: Zrinka Poljicak
zrinka.poljicak@bdc.ca

Panagiotis Kantzilleris
panagiotis.kantzilleris@bdc.ca

**BUSINESS DEVELOPMENT
BANK OF CANADA**

GENERAL INFORMATION

At BDC, we know business owners. We've been working with you for more than 75 years. We know your challenges and we understand your needs. And we want you to grow and succeed. We support small and medium-sized businesses in all industries and at every stage of growth with money and advice.

WHAT WE CAN DO FOR YOUR BUSINESS:

- **Financing** - Business loans for projects and working capital to protect cash flow.
- **Advisory Services** - Practical solutions and objective advice to help growing businesses successfully address a wide range of challenges and opportunities.
- **Wholesale Financing** - Indirect and syndicated financing solutions provided through or alongside financial institutions and other private sector lenders.
- **Cleantech Practice** - Equity and commercial loans for high potential cleantech firms.
- **BDC Capital** - a subsidiary of BDC—offers a full spectrum of specialized financing, including venture capital, growth and business transition capital and growth equity.

Industry: Government

Website: www.alberta.ca/agricultural-trade-services-for-exporters.aspx

Contact: **Evan Buie**
evan.buie@gov.ab.ca

Paola Zaragoza
paola.zaragoza@gov.ab.ca

**ALBERTA AGRICULTURE
& FORESTRY**

**GENERAL
INFORMATION**

The Export Development Unit of the Ministry of Agriculture and Forestry is responsible for:

- Leading export development strategies and activities in key international markets
- Managing agriculture dedicated staff in Alberta's International Offices
- Coordinating international activities supporting investment attraction and export development

Industry: Government
Website: www.selectusa.gov/welcome
Contact: **Connie Haider**
connie.haider@trade.gov

SELECT USA PROGRAM

GENERAL INFORMATION

SelectUSA works one-on-one with companies to demystify federal rules and regulations, provide data and other information, and link companies with partners and resources to help them succeed.

SERVICES PROVIDED:

Information and Counsel

- SelectUSA investment specialists help companies find helpful information and interpret the reliable and unbiased data they need on a wide range of topics – from the overall economy and investment trends through industry overviews and information about consumers, the workforce, supply chains, and available federal resources.

Connections with Potential Partners

- SelectUSA can provide direct and personalized introductions to economic development organizations (EDOs) – the essential local partners of any business investor. EDO representatives provide guidance, incentives, and a range of other services at the local level.

Assistance with Navigating the Regulatory Environment

- SelectUSA works with companies to address issues or questions involving federal regulations, programs, or activities related to existing and potential investments. Working with SelectUSA, investors can develop a better understanding of how to navigate the U.S. regulatory environment.

TRADE PARTNERS LEGAL

Industry: Legal

Website: www.dentons.com/en/global-presence/canada/calgary

Contact: **Danielle Dudelzak**
danielle.dudelzak@dentons.com

DENTONS LLP**GENERAL
INFORMATION**

With more than 100 practicing lawyers in our Calgary office and deep roots in the heart of the energy industry and Western business capital, we offer our clients seamless and efficient service in almost every area of business law and litigation.

Our clients rely on our counsel for a wealth of experience as our team is comprised of industry-recognized lawyers in all areas of law, including energy, financial services (including domestic and international investment), capital markets, corporate (including private enterprise), mergers and acquisitions, real estate, insolvency and restructuring, securities, tax, litigation and dispute resolution, international trade, employment and pensions.

Our clients benefit from our local knowledge, national strength and global presence, enabling us to support their every business need across Canada, North America and around the globe. To complement our legal practice, our lawyers provide pro bono legal services to organizations in support of access to justice, and dedicate countless hours volunteering as board members and leaders in all aspects of our communities' social, educational, health, recreational and cultural lives. For more than a century, we've grown and diversified with the community around us. Leverage that experience and our global perspective to gain new insight on potential solutions to your toughest challenges.

Industry: Legal
Website: www.goodlawyer.ca
Contact: **Brett Colvin**
brett@goodlawyer.ca



GOODLAWYER

GENERAL INFORMATION

We're not a law firm. We're a platform that connects entrepreneurs across Canada with a network of business-minded lawyers ready to help you faster and more affordably than ever.

Quality - All of our lawyers must pass our vetting process before they can join our network. Once approved, they're publicly reviewed by clients and removed if their ratings fall too low.

Transparency - Goodlawyer is proud to offer upfront fixed prices on exclusive microservices like Advice Sessions and Contract Reviews, as well as other common legal services. There are no retainer fees or billable hours — never pay a penny more than you agreed to.

Pricing - Goodlawyer's fees are among the lowest in the country — nearly half of the traditional firm rates! How, you ask? Because we save lawyers hours of overhead in marketing and admin on each client, helping them provide legal services more efficiently.

Roster - On Goodlawyer, you get matched with a lawyer who actually knows your area of need. Never work with a jack-of-all-trades again — you've got a lawyer in every practice area available at your fingertips.

Service - Calling, emailing, or messaging Goodlawyer connects you directly with a member of the team. Every inquiry gets a response and close to 100% get answered within five minutes if sent during working hours.

Use promo code **TAPYYC** for a free 15-minute legal advice session:
TAP x Goodlawyer

TRADE PARTNERS MARKETING



Industry: Advertising and Marketing

Website: MakeMoreCreative.com

Contact: **Michael Dargie**
michael@makemorecreative.com

Keegan Dargie
keegan@makemorecreative.com

Bettina Dargie
bettina@makemorecreative.com

Raymond Santos
raymond@makemorecreative.com

MAKE MORE CREATIVE

GENERAL INFORMATION

Make More Creative, established in 2006, is a comprehensive creative branding and marketing agency, expert in the art of brand storytelling. With a diverse portfolio that spans brand identity creation, marketing strategy development, and multimedia production, Make More Creative leverages unique proprietary methodologies to find, shape, and share brand stories. With a full suite of services, including brand identity, strategy development, graphic design, copywriting, and a broad range of visual and audio production capabilities, Make More Creative equips brands with the tools and strategies to show up like the big guys.

SERVICES OFFERED

- Brand Identity Creation
- Marketing Strategy Formulation (annual marketing plans, integrated marketing communications)
- Digital Marketing Strategy (including social media marketing)
- Video and Audio Production
- Professional Photography
- Print Marketing Solutions
- Graphic Design Services
- Website Design & Development
- Copywriting and Content Development



ONDEMAND

TRADE PARTNERS MARKETING

Industry: On-demand admin support
Website: ondemand.thevirtualgurus.com
Contact: **Randi Dean**
ondemand@thevirtualgurus.com



THE VIRTUAL GURUS

GENERAL INFORMATION

VG OnDemand, your personal admin ally. Real people, delivering real results on-demand. Where your endless 'to-do' list turns into a satisfying 'ta-done'. Ideal for everyone feeling the crunch of the clock, from budding entrepreneurs to visionary leaders. At VG OnDemand, we provide on-demand admin support that aligns with your unique business rhythm. Kind of like a concierge, but for your business.

SERVICES OFFERED

- **Socials Supercharged:** Eye-catching content, savvy scheduling, and boosted audience engagement
- **Content Crafted:** Blogs, articles, graphics, and presentations that really pop
- **Finance Fuss Free:** Seamless bookkeeping, regular reports, and well-organized data
- **Research Refined:** Market insights, potential leads, and targeted analysis
- **Events Effortlessly:** End-to-end event planning, coordination, and sourcing of party perks
- **Life Organized:** Travel bookings, special occasions, calendar management, and more...

Industry: Marketing
Website: 321growthacademy.com
Contact: Sarah Morrill
sarah@321growthacademy.com

321 GROWTH ACADEMY**GENERAL
INFORMATION**

321 Growth Academy's training programs help businesses drive results from their sales and marketing efforts.

We're battle-tested entrepreneurs with decades of sales and marketing experience in startups, scaleups and mature organizations. We've trained over 500 companies over the past 6 years.

So, if your cash is tight, your revenues are down or you just don't know where to start, our programs will help you understand the practical things you can do right now to stop struggling and start growing.

We're happy to offer a 10% discount on our courses to any current or former TAP participants. Get in touch directly for more details and to get started!



Industry: Marketing

Website: www.naidacom.com

Contact: **Jeff Vilar**
jeff@naidacom.com

Ryan Alexander
ryan@naidacom.com

Shakira Whitton
shakira@naidacom.com

NAIDA COMMUNICATIONS
GENERAL
INFORMATION

NAIDA: EMPOWERING REVENUE GROWTH THROUGH INTEGRATED SALES AND MARKETING!

Jeff Vilar, the visionary Founder and President of NAIDA Communications, is a dynamic force in the world of sales and marketing. Jeff is a devoted facilitator for the Trade Accelerator Program (TAP) and a steadfast supporter of Calgary Economic Development.

With over 31 years of sales and marketing experience, he has passionately contributed to the growth of numerous businesses across diverse industries, including manufacturing, agriculture, telecommunications, technology, distribution, insurance, and financial services.

Since 2009, NAIDA Communications, a sales and marketing growth agency integrates sales and marketing strategies to drive scalable revenue growth. NAIDA stands out among its competitors as it is not merely a typical marketing company. NAIDA Communications is a growth firm focused on sales optimization, new business development in export markets, lead generation, sales training, sales talent strategy and international sales distribution channels.

With a firm belief in “**Strategy before Execution**®”, NAIDA can help your business with:

Our complete range of services includes:

- Sales strategy & marketing strategy
- Lead generation to drive revenue growth
- Sales distribution channels and sales infrastructure
- Sales training and sales process playbook
- Creating your Brand, Brand Story, and Value Proposition
- Designing and developing sales & marketing tools

Discover how NAIDA Communications can transform and optimize your revenue drivers by prioritizing strategy, processes, and achieving outstanding results. Elevate your sales and marketing with Jeff Vilar and NAIDA Communications today.

Industry: Marketing
Website: www.topdraw.com
Contact: Ken Jurina
ken.jurina@topdraw.com

TOP DRAW

GENERAL INFORMATION

To launch your business globally, you need to evolve digitally. Online marketing is a powerful tool for Canadian companies who want to compete internationally. But, it can be challenging to know where to start. Should you focus your efforts on your website, online advertising, search engine optimization (SEO), or social media? Which platforms and opportunities will drive your growth?

With the uncertainties of today's economy, it's no longer viable for businesses to dabble in digital marketing without a measurable approach. You need a pragmatic partner who will guide you down the right path.

At Top Draw, we place strategy at the forefront of your digital marketing. We uncover your business purpose and goals, align you with defined metrics, and then optimize your campaigns for success. For 28 years, we've helped Canadian companies embrace the latest ideas and technology, allowing you to adapt to the future. Work with us to know what's next and connect with who matters most to your business.

Services:

- Discovery + Insight
- Strategy
- Brand Identity
- Website Design
- Digital Marketing
- Social Media

TRADE PARTNERS
SHIPPING /
LOGISTICS



Exim Avenue Corporation

TRADE PARTNERS SHIPPING/LOGISTICS

Industry: Shipping/Logistics
Website: eximavenue.ca
Contact: **Sachin Anne**
skanne@eximavenue.ca



EXIM AVENUE CORPORATION

GENERAL INFORMATION

Exim Avenue Corporation offers multiple trade services including Export, Import, Re-Packaging & Distribution Services in the Pet Food/Commodities sector. Our export principle is based on providing international customers with multiple choices of premium Livestock products and Pet foods at competitive prices. Our pet foods are lab tested, and of human grade consumption standards.

We are constantly building our relationships with businesses around the world and source quality commodities from Alberta and entire Canada.

We arrange independent inspection, verification, testing and certification before the shipment is dispatched, thereby absolving the risk and worry of not receiving the shipment expected.

Whether it is Supplier/Buyer Identification, Purchasing, Contracting and Consulting, Shipping, or Delivery, we are here to help.



Far Out Exporters Inc.

Bringing Good Beer to the World

TRADE PARTNERS SHIPPING/LOGISTICS

Industry: Distribution

Website: www.faroutexporters.com

Contact: **Nora Britney**
nora.britney@faroutexporters.com



FAR OUT EXPORTERS

GENERAL INFORMATION

WHAT WE DO:

Far Out Exporters Inc. is a Canadian company exporting craft beer, spirits, and malt around the world.

We are a team of craft beverage industry experts with over seven years of global trade experience. We are risk management, international supply chain, and logistics specialists.

Far Out Exporters has trusted relationships with Canadian producers and develops curated lists of quality products for buyers, specific to their particular market, local tastes, and trends.

We handle all aspects of the exporting process. We offer consolidation and access to a wide range of products from across Canada, assisting with logistics, financing, and marketing as a single point of contact for both buyers and producers. This gives buyers the convenience of a single Canadian exporter offering multiple brands.

Far Out Exporters is passionate about supporting our local industry and showcasing amazing Canadian products to markets worldwide.



Industry: Shipping and Logistics
Website: www.ziing.com
Contact: **Brittany Sackschewsky**
bsackschewsky@ziing.com

ZIING FULFILLMENT

GENERAL INFORMATION

Ziing is the premier provider of data-driven logistics solutions across North America, revolutionizing the possibilities within final mile delivery and fulfillment by harnessing the power of clean energy, AI and technology.

As a leader in end-to-end logistics solutions, Ziing Fulfillment's biggest value comes from being able to customize processes for client needs to maintain efficiency, cost-effective, and expedient fulfillment practices.

We offer complete transparency of the costs and implications of the entire fulfillment process, and we simplify the requirements needed by our clients throughout the direct-to-customer product lifecycle including last-mile delivery and reverse logistics for businesses in crowdfunded fulfillment projects (Kickstarter and Indiegogo backer fulfillment), eCommerce orders, Amazon FBA and FBM, and direct-to-customer distribution.

- Specializes in fulfillment logistics of crowdfunded, eCommerce, and direct-to-customer consumer packaged goods
- Flexible detail-oriented processes for specific client and end-customer needs
- Transparent and detail-oriented company culture
- Global shipping to and from two centrally operated distribution centres in North America
- Environmentally responsible material usage
- Flexible and affordable warehousing services

Ziing Fulfillment is Canadian-owned and operated, with distribution centres in networks across Canada and Springfield, New Jersey, USA.

As the final leg of the consumer product journey, we consider ourselves a true partner, saving our clients both money and time.



TRADE PARTNERS SHIPPING/LOGISTICS

Industry: Shipping and Logistics

Website: jorilogistics.com

Contact: **Sam Woods**
sam@jori.ca

Matt Sando
matt@jori.ca

JORI LOGISTICS

GENERAL INFORMATION

JORI Logistics is a family-owned business deeply rooted in values of trust, commitment, and individualized service. We specialize in catering to small to medium-sized Alberta-based businesses, that are importing or exporting internationally. Unlike many logistics providers, our strength lies in delivering end-to-end turnkey solutions, tailor-fitted for the intricate world of international shipping and transportation. We're big enough to matter, yet small enough to care:

OUR SERVICES:

- **Customs Brokerage:** Navigate seamlessly across borders with our in-depth knowledge of both Canadian and U.S. customs regulations.
- **Freight Forwarding:** Harnessing a robust global network, we ensure reliable and efficient movement of goods, whether by land, sea, or air.
- **Warehousing & Distribution:** We specialize in providing warehousing a distribution solutions for ecommerce businesses

At JORI, our philosophy is about building meaningful long-term relationship with our clients. We view each client as a unique partner, working collaboratively to create and execute bespoke logistics strategies.

Work with JORI to gain a competitive edge in the global market.

Industry: Shipping and Logistics
Website: trusteddispatch.com
Contact: **Dusty LaValley**
dusty.l@trusteddispatch.com



TRUSTED DISPATCH

GENERAL INFORMATION

We specialize in shipping heavy hauls, agricultural equipment, and oversized loads, providing leading-edge technology.

SHIPPING YOUR HEAVY HAUL IS EASY AS 1, 2, 3.

1. Get Your Free - Instant Quote

Use our calculator to input pick-up and drop-off location, weight and dimensions.

2. Publish Your Load For Free

Publish your load to our community of expert heavy haul truckers.

3. Load Delivered Safely and On-Time

Our driver hauls your equipment door to door.

TRADE PARTNERS
ADDITIONAL
SUPPORTS



Industry: Government
Website: www.bridgeheadagency.com
Contact: **Dennis Pietersma**
dennis@bridgeheadagency.com

BRIDGEHEAD
GENERAL
INFORMATION

80% of businesses fail to cross the chasm to a successful market entry, losing money as they establish a foothold within the new market.

Crossing into new international markets is challenging. Huge opportunities fraught with danger if not managed correctly.

Bridgehead's established team of experts will turn your product or service into a fast-growing success story, by helping you avoid the common barriers, headaches, and costly mistakes incurred by businesses expanding internationally.

Whether this is North America to Europe, or Europe into North America, Bridgehead will help you navigate successful market entry.

SERVICES OFFERED:

1. Start-up

From offering a Go-To-Market Strategy Lite or Market Entry Health Check, through to sales leadership and in-market activity

Includes:

- Incubator Service
- Market Entry Health Check
- Sales Pipeline Growth and Business Development Services
- Telemarketing

2. Scale-up

Creating a highly detailed, tailored Go-To-Market strategy that's implemented by our team to win and secure sales

Includes Startup plus:

- Go-To-Market Strategy
- Sales Pipeline Growth and Business Development

GENERAL INFORMATION

Includes Startup plus:

- Buyers Panel
- 1-2-1 Support
- Product Localisation & Market Readiness
- Dedicated team

3. Accelerate & Growth

Growing your business, acquiring market share and maximising the opportunities that exist in the market

Includes Scale-up plus:

- Go-To-Market Plan Implementation
- Purchase Orders secured
- Sales pipeline management
- Value Added Distribution
- Sales Pipeline Growth and Business Development
- Project & Resource Management

4. Business Turnaround

International and UK crisis management and special situations experts

Includes:

- Financial recovery resolved
- Problem-solving strategy
- Liquidity Management
- Turnaround & Restructuring
- Interim Management
- Performance Improvement Management



TRADE PARTNERS ADDITIONAL SUPPORT

Industry: Government
Website: www.c-abc.ca
Contact: **Kathy Korey**
k.korey@c-abc.ca

CANADA ARAB BUSINESS COUNCIL

GENERAL INFORMATION

The Canada Arab Business Council is Canada's only not-for-profit association focused exclusively on promoting trade and investment between Canada and the Arab world.

Since 1983, CABC has been the principal advocate for and the driving force behind Canada's growing economic relations with Arab countries in the MENA region. Senior level business professionals representing a range of sectors in Canada along with select former Canadian ambassadors to the region offers members a host of customized services and support to succeed in Canada and the Arab world.

WHO WE ARE:

The CABC was founded by a small group of farsighted businessmen who, in 1983, saw the enormous potential for business between Canada and the Arab world. Our board members include leading business persons and Canadian diplomats who have lived and worked in the region for many years, as well as several Arab Canadians who maintain strong business ties in both markets.

Today our corporate members come from Canada's major manufacturing and service sectors and include some of the country's largest companies and institutions, as well as a growing number of small and mid-sized enterprises. In 2016, we opened membership to offshore Arab companies in line with our aim to bring the Canadian and Arab business communities closer together and enrich the dialogue. We intend to increase this side of the membership.

GENERAL INFORMATION

Our Vision:

To be the organization of choice for Canadian companies and government agencies to enable business opportunities in Arab countries of the Middle East and North Africa (MENA) region and the partner of choice for Arab companies interested in business opportunities in Canada.

Mission Statement:

To enable member companies and government agencies doing business in Canada and Arab countries of the Middle East and North Africa region to achieve their goals.

- We create greater awareness in Canada and Arab countries of the importance of trade, investment, business and economic relations between our countries.
- We act as a prominent and effective advocate for government policies that enable Canadian companies to set up business and expand in Arab states, as well as to assist Arab companies interested in entering and expanding in the Canadian market.
- We promote and facilitate trade, investment and other business opportunities between member companies in Canada and Arab states.
- We provide our members with timely insights into relevant economic, social and political developments in Canada and Arab states.

Our Partners:

CABC is pan-Arab in reach because most of our members are interested in more than one Arab market and a broader geographic base allows us to speak with more authority on bilateral trade and investment issues.

For specific events we partner with organizations such as the Canadian Business Councils in Dubai and Abu Dhabi, the Council for Development Canada-Algeria, as well as other groups with whom we have cooperation agreements.



Canada China Business Council
Conseil d'affaires Canada-Chine
加中贸易理事会

TRADE PARTNERS ADDITIONAL SUPPORT

Industry: Government
Website: www.ccbc.com
Contact: **Philippe Jeanneau**
philippe@ccbc.com

CANADA CHINA BUSINESS COUNCIL

GENERAL INFORMATION

At the Canada China Business Council, membership means business. CCBC is a non-governmental, results-focused business council that is committed to your organization's bilateral success in business, trade, and investment. We offer a range of both universal as well as custom built services to our Canadian and Chinese corporate members, including on-the-ground China market support for Canadian businesses; government policy and regulatory analysis; and one-stop-shop Business Incubation Center packages.

CCBC MEMBER SERVICES:

Launching and maintaining momentum in China is key for organizations investing in China. These companies include exporters, investors, manufacturers, service providers, educators and more. CCBC offers practical solutions for Canadian organizations entering China that are designed to meet your needs. We are active in your success.

Individual Consultations

One-to-one company-specific consultations form the basis of CCBC member services. We will dive in to understand the unique needs of your organization and identify the opportunities and threats in your China venture. CCBC's on-the-ground business knowledge allows our directors to work with members and uncover growth and development options while identifying related advantages and disadvantages.

Government Relations

CCBC has extensive experience working with various levels of the Chinese government, regulators, and SOEs. We can unravel the complexity of these structures to give you a firm understanding of their inner workings and how to navigate their various layers.

GENERAL INFORMATION

Preparing for executive meetings and submitting applications and licensing requests can be confusing. CCBC can lead you through the maze as we have done with scores of other businesses.

Partners and Channels

The right strategic partners and channels are essential to your business success. CCBC can work with you to promote your product or technology platform to Chinese investors. We connect businesspeople who want to build dynamic and mutually beneficial investment relationships. Our network of investors is seeking Canadian companies to develop, localize, and to tap into the Chinese domestic market. Through our investor-driven events and connections to industry associations, CCBC can coach you through these essential relationship development processes.

Delegations and Missions

CCBC has organized many high-level bilateral events between Canada-China including state dinners, large scale business missions, and gate-to-gate delegation services. We can provide you with logistics, operations, and administrative support in China and Canada. We have:

- full-scope logistics services for inbound and outbound delegations including direction on strategic meetings and site visits, government connections, and all associated activities;
- initiated dozens of B2B interactions for visiting companies across multiple sectors and industries;
- organized numerous large-scale events including multipanel business conferences, outdoor fairs and pavilions, live entertainment and gala dinners, as well as private meetings with key investors and potential stakeholders.

Additional fees may apply.



TRADE PARTNERS ADDITIONAL SUPPORT

Industry: Industry Cluster
Website: meecluster.ca
Contact: **Peter Krzesinski** peter.krzesinski@meecluster.ca **David Rist** david.rist@meecluster.ca

MANUFACTURING & EXPORT ENHANCEMENT (MEE) CLUSTER

GENERAL INFORMATION

The Manufacturing & Export Enhancement (MEE) Cluster supports manufacturers across Western Canada by providing expertise in the adoption of Smart Manufacturing and process improvement.

Members receive one-on-one, on the ground support in identifying and implementing manufacturing and business solutions that help them overcome challenges associated with the labour shortage, digital transformation, productivity, capacity, and safety.

The Cluster also hosts a variety of webinars, in-person workshops, and the Smart Manufacturing Technology Expo (SmartMTX.ca) in collaboration with a network of ecosystem partners to ensure Western Canadian manufacturers have the resources available to allow them to grow and thrive.

Cluster members have successfully kicked off process improvement programs and implemented digital tools and automation creating higher value jobs for their workforce, reducing lead-times, and eliminating paper-based processes while gaining competitiveness on the global stage.

TRADE PARTNERS
FOREIGN CONSULATES
IN CALGARY

AUSTRIA
Consulate General

Address:
DBH LLP Barristers and Solicitors
1200, 1015 - 4th Street SW
Calgary, AB T2R 1J4

Website: N/A
Telephone: (+1) 403 252 9937
Fax: (+1) 403 263 8529
Email: oe.consulate@dbhllp.com

Hours:
Wednesday:
1:00 p.m. - 5:00 p.m.
By appointment only

Head of mission:
Mr Nikolaus Demiantschuk - Honorary Consul

BELIZE
Consulate

Address:
305 10th Avenue SE
Calgary, AB T2G 0W2

Website: N/A
Telephone: (+1) 403 215 6070 / 2
Fax: (+1) 403 215 6070 or
(+1) 403 264 8870
Email: yycbelizeconsulate@mainst.biz
bdhillon@mainst.blz

Hours:
Monday-Friday:
8:00 a.m. - 5:00 p.m.
By appointment only

Head of mission:
Mr. N. Bob Dhillon, Honorary Consul General

BRAZIL
Consulate

Address:
10208 Elbow Drive SW
Calgary, AB T2W 1G1

Website: N/A
Telephone: (+1) 403 614 5215
(embassy in Ottawa)
Fax: N/A
Email: honorario.calgary@gmail.com

Hours:
By appointment only

Head of mission:
Elísia Teixeira, Honorary Consul

CHILE
Consulate

Address:
2-2916 - 5 th Avenue NE
Calgary, AB T2A 6K4

Website: chile.gob.cl/canada/
Telephone: (+1) 403 569 2114
Fax: N/A
Email: chcalgary@telus.net

Hours:
Monday-Friday:
9:00 a.m. - 2:00 p.m.

Head of mission:
Diego Soto Silva, Honorary Consul

CHINA
Consulate General

Address:
Suite 100
1011 6th Avenue SW
Calgary, AB T2P 0W1

Website: calgary.china-consulate.org
Telephone: (+1) 403 537 6903
(+1) 403 264 3350
Fax: (+1) 403 537 1286
Email: chinaconsul_cal_ca@mfa.gov.cn

Hours:
By appointment

Head of mission:
Lu Xu, Consul General

COLUMBIA
Consulate

Address:
803 15th Avenue SW
Calgary, AB T2R 0R9

Website: calgary.consulado.gov.co
Telephone: (+1) 587 351 9460
Fax: N/A
Email: ccalgary@cancilleria.gov.co

Hours:
By appointment only

Head of mission:
Diana Carolina Moya Mancipe

CZECH
REPUBLIC
Consulate General

Address:
Suite 105,
10655 Southport Road SW
Calgary, AB T2W4Y1

Website: N/A
Telephone: (+1) 403 269 4924
Fax: (+1) 403 269 3939
Email: calgary@honorary.mzv.cz

Hours:
Wednesday:
2:00 p.m. - 6:00 p.m.

Head of mission:
Mr Jerry Jelinek, Honorary Consul General

DENMARK
Consulate

Address:
Livingston Place
1000-250 2nd Street SW
Calgary, AB T2P 0C1

Website: N/A
Telephone: (+1) 403 776 8800
Fax: (+1) 403 296 4474
Email: calgary@umgate.dk
dk.consul.calgary@davis.ca

Hours:
By appointment only

Head of mission:
Mr Robert A. Seidel, Honorary Consul

**EL
SALVADOR**
Consulate General

Address:
Suite 1730
505 3rd Street SW
Calgary, AB T2P 3E6

Hours:
Monday-Friday:
9:00 a.m. - 4:00 p.m.

Website: facebook.com/ConsuladoSVCal
twitter.com/CalgarySV
Telephone: (+1) 403 453 3609
Fax: N/A
Email: consuladoencalgary@gmail.com
consuladosv-calgaryca@rree.gob.sv

Head of mission:
Mr. Juan Antonio Salamanca Escolero,
Consul General

FINLAND
Consulate

Address:
2300 First Alberta Place
777 8th Avenue SW
Calgary, AB T2P 3R5

Hours:
By appointment only

Website: N/A
Telephone: (+1) 403 299 9805
Fax: (+1) 403 299 9850
Email: romanchuk@suomicon.com

Head of mission:
Judith Romanchuk, Honorary Consul

FRANCE
Consulate

Address:
Honorary Consul 300
14505 Bannister Road SE
Calgary, AB T2X 3J3

Hours:
By appointment only

Website: vancouver.consulfrance.org
Telephone: (+1) 604 637 5300 (Vancouver)
Fax: N/A
Email: politique@ambafrance-ca.org
(embassy in Ottawa)

Head of mission:
Roy Klassen, Honorary Consul
(For consular inquiries, please contact the consulate in Vancouver)

GERMANY
Consulate

Address:
Suite 1640,
700 4th Avenue SW
Calgary, AB T2P 3J4

Hours:
By appointment only

Website: www.canada.diplo.de/calgary
Telephone: (+1) 403 265 6266
Fax: (+1) 403 265 6244
Email: calgary@hk-diplo.de

Head of mission:
Mr Hubertus Liebrecht, Honorary Consul

GHANA
Consulate

Address:
Crowfoot West Business Centre
340- 600 Crowfoot Crescent NW
Calgary, AB T3G 0B4

Hours:
By appointment only

Website: N/A
Telephone: (+1) 403 400 5034
Fax: N/A
Email: honoraryconsulpraires@gmail.com

Head of mission:
Margaret Adu, Honorary Consul

HUNGARY
Consulate

Address:
Suite 200
1115 - 11 Avenue SW
Calgary, AB T2R 0G5

Hours:
Tuesday and Wednesday
9:00 a.m. - 12:00 p.m.

Website: www.hungarianconsulate.com
Telephone: (+1) 403 229 4800
Fax: (+1) 403 245 0569
Email: info@hungarianconsulate.org

Head of mission:
Artúr Szabó, Honorary Consul

ICELAND
Consulate

Address:
2119 28 Avenue SW
Calgary, AB T2T 1K6

Hours:
By appointment only

Website: N/A
Telephone: (+1) 403 944 4506
Fax: (+1) 403 944 8998
Email: benedikt@ucalgary.ca

Head of mission:
Dr Hallgrímur Benediktsson, Honorary Consul

IRELAND
Consulate

Address:
215 Glamorgan Place SW
Calgary, AB T3E 5B9

Hours:
By appointment only

Website: N/A
Telephone: (+1) 403 813 5337
Fax: N/A
Email: dhalferty@shaw.ca

Head of mission:
Deirdre Halferty, Honorary Consul

ITALY
Consulate

Address:
307, 1324 - 11 Avenue SW
Calgary, AB T3C 0M6

Hours:
By appointment only

Website: N/A
Telephone: (+1) 403 969 0189
Fax: (+1) 403 230 1007
Email: calgary.onorario@esteri.it

Head of mission:
Teresina M. Bontorin, Honorary Consul

JAPAN
Consulate General

Address:
23rd Floor
Trans Canada Tower
450 1st St SW,
Calgary, AB T2P 5H1

Hours:
Monday-Friday
9:00 a.m. - 12:30 p.m. and
1:30 p.m. - 5:00 p.m.

Website: calgary.ca.emb-japan.go.jp/
Telephone: (+1) 403 294 0782
Fax: (+1) 403 294 1645
Email: info@cl.mofa.go.jp
consular@cl.mofa.go.jp

Head of mission:
Mr. Susumu Fukada – Consul General

**KOREA
(REPUBLIC)**
Consulate General

Address:
c/o Miller Thomson
Suite 3000,
700 - 9th Avenue SW
Calgary, AB T2P 3V4

Hours:
By appointment only

Website: N/A
Telephone: (+1) 613 244 5010
(embassy in Ottawa)
Fax: N/A
Email: gchipeur@millerthomson.com

Head of mission:
Mr Gerald Chipeur, Honorary Consul General

MALI
Consulate

Address:
83 Edenstone View NW
Calgary, AB T3A 4T4

Hours:
By appointment only

Website: N/A
Telephone: (+1) 403 239 0763
Fax: N/A
Email: jeffgilmour@telus.net

Head of mission:
Mr Jeffrey George Gilmour, Honorary Consul

MÉXICO
Consulate

Address:
Suite 400
407 2nd Street SW
Calgary, AB T2P 2Y3

Hours:
Monday-Friday
8:00 a.m. - 4:30 p.m.

Website: consulmex.sre.gob.mx/calgary

Telephone: (+1) 403 264 1804
(+1) 403 264 4819

Fax: (+1) 403 264 1527

Email: calgary@consulmexclg.com

Head of mission:
Mr. Miguel Sandoval Tovar – Consul

MONGOLIA
Consulate General

Address:
110 Sienna Ridge Landing SW
Calgary, AB T3H 3T1

Hours:
By appointment only

Website: N/A

Telephone: (+1) 403 471 5094

Fax: (+1) 403 282 4663

Email: peterwallis@shaw.ca

Head of mission:
Mr Peter C Wallis, Honorary Consul

NETHERLANDS
Consulate General

Address:
Lancaster Building
Suite 600
304 8th Avenue SW
Calgary, AB T2P 1C2

Hours:
By appointment only

Website: N/A

Telephone: (+1) 403 266 2710

Fax: (+1) 403 265 0599

Email: calgary@nlconsulate.com

Head of mission:
Mrs Irene M. Bakker, Honorary Consul

NORWAY
Consulate

Address:
900-140 4th Avenue SW
Calgary, AB T2N 3N3

Hours:
By appointment only

Website: N/A

Telephone: (+1) 403 388 7518

Fax: N/A

Email: consulate@rnccalgary.com

Head of mission:
Mr Christoffer Mylde, Honorary Consul

PARAGUAY

Consulate

Address:
c/o Yanko & Popovic,
Barristers & Solicitors
Suite 301
300 Manning Road N.E.
Calgary, AB T2E 8K4

Website: N/A
Telephone: (+1) 403 262 0262, ext. 310
Fax: (+1) 403 204 0284
Email: b.popovic@yplaw.ca

Hours:
By appointment only

Head of mission:
Mr Branislav Popovic, Honorary Consul

PHILIPPINES

Consulate General

Address:
1001 1st ST SE Suite
Calgary, AB T2G 5G3

Website: www.philcongencalgary.org
Telephone: (+1) 403 455 9457
Fax: N/A
Email: calgary.pcg@dfa.gov.ph
calgarypcg@gmail.com

Hours:
Monday - Friday
9:00 a.m. - 5:00 p.m

Head of mission:
Mr Zaldy B. Patron, Consul General

POLAND

Consulate

Address:
6224-29 Street SE
Calgary, AB T2C 1W3

Website: N/A
Telephone: (+1) 403 291 3455
(+1) 403 478 1969
Fax: (+1) 403 287 7442
(+1) 403 287 7792
Email: calgary@polishconsulate.ca

Hours:
By appointment only

Head of mission:
Mr Zygmunt Potocki, Honorary Consul

SERBIA

Consulate

Address:
1330 Shannon Avenue SW
Calgary, AB T2Y 4L6

Website: N/A
Telephone: (+1) 403 460 2532
(+1) 403 852 8806
Fax: N/A
Email: honoraryconsul@serbiaconsulate-ab.ca

Hours:
By appointment only

Head of mission:
Ms Milica Opacic, Honorary Consul

SRI LANKA
Consulate

Address:
#200, 209 8th Ave SW
Calgary, AB T2P 1B8

Website: N/A
Telephone: (+1) 403 830 9235
Fax: N/A
Email: philippe.roberts@gmail.com

Hours:
By appointment only

Head of mission:
Mr Phil Roberts, Honorary Consul

SWEDEN
Consulate

Address:
Bankers Court, 5th Floor
850 - 2nd Street SW
Calgary, AB T2P 0R8

Website: N/A
Telephone: (+1) 403 268 6899
Fax: (+1) 403 268 3100
Email: calgary@swedishconsulates.ca

Hours:
By appointment only

Head of mission:
Mr Joseph Lougheed, Honorary Consul

SWITZERLAND
Consulate

Address:
4053 Edgevalley Landing NW
Calgary, AB T3A 5H5

Website: N/A
Telephone: (+1) 403 208 3296
Fax: (+1) 403 206 7157
Email: calgary@honrep.ch

Hours:
By appointment only

Head of mission:
Mr Andreas Anton Bayer, Honorary Consul

UNITED KINGDOM
Consulate General

Address:
5100-150 6 Avenue SW
Calgary, AB T2P 3Y7

Website: www.gov.uk/world/canada
Telephone: (+1) 403 538 2181
(+1) 403 705 1755
Fax: N/A
Email: alyssa.perron@fcdo.gov.uk

Hours:
Monday-Friday
9:00 a.m. - 4:00 p.m.

Head of mission:
Ms. Holly Waeger Monster, Consul General



**UNITED
STATES**

Consulate General

Address:
Suite 1000
615 MacLeod Trail SE
Calgary, AB T2G 4T8

Website: ca.usembassy.gov/embassy-consulates/calgary/

Telephone: (+1) 403 266 8962
(No visa questions)

Fax: (+1) 403 266 6630

Email: N/A

Hours:
By appointment only

Head of mission:
Tom Palaia, Consul General

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calgaryeconomicdevelopment.com