

Media advisory

Trade Accelerator Program coming to Kelowna

For Immediate Release

April 25, 2018

Kelowna— The Kelowna Chamber of Commerce is pleased to partner with the World Trade Centre to help local businesses tap into new export markets. Full bursaries are offered to qualifying business people.

The Trade Accelerator Program (TAP) first launched in the Toronto region in 2015. Over the past two years, the program has helped more than 150 Canadian companies trade globally. Thanks to the support of the Province of British Columbia, the program is now available in British Columbia, offered through the Greater Vancouver Board of Trade and the B.C. Chamber of Commerce.

TAP is accepting applications from B.C. businesses for its Kelowna workshops, scheduled for Thursday, May 24, 2018 at the Coast Capri in Kelowna. For full details, visit tapbc.ca or contact the Kelowna Chamber.

TAP's nationwide expansion is also supported by RBC, which helped create the program with the Toronto Region Board of Trade in 2015 and continues to be a national sponsor.

By engaging public and private-sector trade experts, TAP helps participating businesses navigate the complexities of the global trade ecosystem and leverage Canada's deep trade and investment resources. Through a combination of workshops, clinics, and one-on-one coaching, TAP participants will complete a new Market Entry Plan and begin implementing the plan while in the program.

"One in five British Columbian jobs is tied to exporting, and there exists a direct linkage between exporting, job creation, and increased productivity," added Iain Black, President and CEO of the Greater Vancouver Board of Trade. "By investing in these programs, businesses in our region and across the province will benefit."

Some notable results from the TAP program in the Toronto region include:

- Average growth of 70 per cent in international sales one year after participation
- 65 per cent of TAP graduates are continuing to pursue USA market opportunities
- 40 per cent of TAP graduates are exploring new export opportunities into Asia and Oceania
- 76 per cent of TAP graduates hired export dedicated staff within one year of the program
- 22 per cent of TAP graduates invested in new facilities, equipment, or other infrastructure due to their increase in export activity one year after completing the program



Testimonial:

"TAP puts fuel on the fire of entrepreneurship," said TAP BC Graduate Dan Wainwright, President of PACRIM Distributors. "By putting all the key elements of the export business in one room, it forces you to take a renewed look at your business and make the changes necessary to thrive in today's dynamic business environment." The things you learn are not "nice to do's" they are "must do's". I would highly recommend it to anyone looking to take their export game to the next level.

About the Kelowna Chamber of Commerce

The Kelowna Chamber of Commerce acts as a single powerful voice for its 1200+ members and their 25,000+ employees. The Chamber provides a cohesive business network for members to expand business contacts, value-added benefits, programs and services that go straight to the bottom line.

About the World Trade Centre Vancouver:

World Trade Centre Vancouver (WTC-V) is a subsidiary of the Greater Vancouver Board of Trade dedicated to strengthening the export performance of small and medium-sized businesses in British Columbia. As a member of the World Trade Centers Association, WTC-V provides exceptional global access for B.C. businesses with over 300 properties and trade services associations in nearly 100 countries. WTC-V provides targeted international trade advisory services and expertise through trade education, connections, comprehensive research, and trade services to help your business get to market faster.

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