

Sandur, Parveen CSCD:EX

From: Rhodes, Gillian GCPE:EX
Sent: Thursday, September 29, 2016 1:42 PM
To: Dick, Joan L CSCD:EX
Cc: Dawes, Jacquie CSCD:EX; Faganello, Tara CSCD:EX; Sandur, Parveen CSCD:EX; Thomson, Lia CSCD:EX; Harris, Megan A GCPE:EX; Fraser, John Paul GCPE:EX; Brown, Taylor CSCD:EX
Subject: MPF's plenary speech
Attachments: SN_UBCM_MPF Main Plenary Speech_Sept 29.docx

Joan – here's MPF's speech with the tweaks we've made from connecting during lunch break. I've left the reference in to the grant programs, like SCF, gas tax, traffic fine revenue sharing. MPF said he'd decide later on whether he wanted to include those pieces.

Gill

Sandur, Parveen CSCD:EX

From: Harris, Megan A GCPE:EX
Sent: Friday, September 30, 2016 8:10 AM
To: Dick, Joan L CSCD:EX; Sandur, Parveen CSCD:EX
Cc: Rhodes, Gillian GCPE:EX
Subject: Grow local and export navigator
Attachments: QA_Export Navigator_Sept 30 2016_FINALrvsd.docx; NR_Grow Local BC_09 22 16 DRAFT.DOCX; QA_Grow Local BC_09 23 16 DRAFT.DOCX

Good morning Joan,

Attached are QAs and a NR that relate to the other ministry announcements in the speech this morning (Grow Local and Export Navigator).

Megan

QUESTIONS AND ANSWERS

Export Navigator

Sept 30, 2016

*Advice to Minister of International Trade and
Minister Responsible for Asia Pacific Strategy and Multiculturalism*

Q1: What is being announced today?

- We are happy to announce that over the next couple of months we will be launching Export Navigator – a 12-month pilot in four communities throughout the province.
- We will have trained export advisors available to businesses in each of the pilot communities.
- This means that businesses who are interested in exporting can give their local export advisor a call or stop by their office and receive personalized support to advance their export goals.
- The export advisor will help identify and connect businesses to the appropriate programs, services and contacts at every stage of the export process.
- The benefits of this pilot project are clear:
 - Businesses will spend fewer resources and achieve their export goals faster by only accessing services that are timely and specific to their needs.
 - Businesses will be better supported by having personal access to export advisors in their own community, and
 - Businesses will be more likely to become successful, profitable exporters, which helps to strengthen their local economies and creates new high-paying jobs for British Columbians.

Q2: Why are you launching this pilot?

- British Columbia's small businesses have innovative products and solutions that the world needs but few are exporting their products and services.
- We engaged the business community and learned that many small business owners see exporting as too complicated.
- The good news is that there are services available to assist with exporting but they are often difficult to access, and businesses have told us that trying to navigate them can be time-consuming and frustrating.
- We want to help – our government is prepared to do whatever it takes to make it easier for B.C. businesses to get their goods to market.
- That's why we committed in the #BCTECH Strategy to launch a service to help our small business owners navigate the maze of export services.

Q&A
Advice to Minister

- By having export advisors on the ground in four communities throughout the province, businesses will be able to get the help they need to diversify their customer base and become export ready. This is especially important in our smaller, regional centres and in communities in transition.
- Export Navigator was designed to be scalable so we can assess its success over the coming year and determine its potential for expansion to additional communities across B.C.

Q3: What kind of service can businesses expect to receive?

- Businesses accessing the Export Navigator program can expect to receive in-person guidance on everything related to exporting, so they can assess their capacity to get their goods to market and learn how to navigate the various programs and services that are available to them.
- This means businesses will be able to connect with the right services at the right time and will have the ongoing support they need over the entire 12-month pilot.
- Through this project, we have developed new export tools to support export growth and speed up the process, including:
 - Streamlined business needs and export readiness assessment
 - A client workbook that empowers the business with information and knowledge to advance their export goals.
 - An information and services resource catalogue that helps increase the awareness of the many programs and services that are available to businesses at each stage of the export process.

Q4: Will it cost the businesses anything to use the Export Navigator service?

- The program will offer many basic services free of charge to growing businesses who are interested in exporting their goods and services.
- Referrals to third party service providers, or time-consuming services requested by the business, may be subject to a fee-for-service from the service provider.

Q5: Where will the pilot be available?

- We have identified four regional communities that would be ideal for launching this project and we will be making those announcements when the pilots are launched over the next month or so.

Q6: Is there a limit as to how many businesses can access the service?

- We anticipate delivering services to approximately 10 to 30 growth-orientated businesses per community.

Q&A
Advice to Minister

- We understand that uptake may vary by the size of the business community served and we will be monitoring the program's performance closely to ensure that we are responding to the needs of the businesses within participating communities.

Q7: What does a business need to have prepared in order to be considered for assistance? Can anyone get free help?

- The program is designed to assist growth-orientated businesses who can demonstrate a capacity to scale operations and have the necessary resources to commit to the export process.
- Ultimately, if a business has a solid product or service and wants to look at their export options, then we encourage them to contact the local trade advisor to discuss the next steps they need to take.
- A key service provided by this pilot is to help businesses identify what they need to do next.

Q8: How much does it cost to run the program?

- The cost of the project to the B.C. government is \$253,870 in funding and \$250,000 of in-kind contributions, which includes staffing and other resources.
- Community Futures, a federal government program, is also contributing \$140,000 in funding to this project.
- This brings the total project cost to \$643,870.

Q9: Who are the project partners and what are their roles?

- We aren't doing this alone – We are partnering with Small Business BC, Community Futures offices, local economic development offices and working closely with the federal government, which has also offered support.
- Small Business BC will provide administrative oversight of the program on behalf of the Province. It will also help evaluate the program, monitoring its performance and reporting back to the Province on a quarterly basis.
- Community Futures offices and Comox Valley Economic Development will provide local businesses with advisory services such as assessing business needs, working with the business to develop a streamlined export approach, and connecting the business to the appropriate services through all stages of the export process.
- The federal government supports Small Business BC and Community Futures involvement by providing access to funding through Western Economic Diversification.