SEED
South East Export Development

SOUTH EAST LOCAL ENTERPRISE PARTNERSHIP

Health & Life Sciences

The Canadian Market: Health & Life Sciences Virtual Support Programme
Make connections overseas with free online support from the SEED Project.

The **SEED Project** provides **FREE** support to help Health & Life Science businesses in Kent & Medway, East Sussex & Essex to get into overseas markets.

SEED's **'Health & Life Science - Canada'** programme aims to connect SELEP-based businesses to business opportunities in the Canadian market.

KEY DATES & WHAT TO EXPECT

- **Market Briefing Session (24 May 2022, 3.00pm-4.00pm)**
This online session will provide an overview of the Canadian market (the Province of Ontario and potentially British Columbia). It will also give insight into the healthcare system and a Q&A session with Bandwidth and their team of Canada-based specialists, including specialist advisors in law, tax and accounting, and funding.

- **Individual 1-2-1 support from Bandwidth (May - August 2022)**
Companies will each receive a 1-2-1 meeting lasting 30 minutes with Bandwidth to discuss their product/service and plans for Canada. Participants will have been provided market information at this stage and will have done their review of this. These online meetings will help to ensure that companies understand how to get fully 'export ready' for the SEED virtual trade mission to Canada.

- **Virtual Trade Mission: Canada (July - August 2022)**
Participating companies will be able to present their business and have the opportunity to book targeted 1-2-1 meetings with targeted in-market business contacts, for example distributors or healthcare sector contacts during this period.

WHY THE CANADIAN MARKET?

Canada is the second largest country in the world by area and is politically stable with a strong record of economic growth. The UK has well-established trade links with Canada, and both have similar legal and business practices. Canada has a highly developed and competitive market, its strong business and consumer base is sensitive to both price and quality. Bringing something new or different are often seen as the key to success, offering good opportunities for health & life science companies from the SE of England.

INTERESTED?

1. Please email natasha.white@kent.gov.uk
2. Visit www.kentinternationalbusiness.co.uk/seed/ to download an expression of interest form.

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