



Half-Day Program

# MAP

MARKET  
ACTIVATION  
PROGRAM

## NAVIGATE YOUR NEXT GLOBAL OPPORTUNITY

MAP helps you get results.

Every MAP event provides participants  
direct access to connections and  
resources in market.



WORLD TRADE CENTRE®  
VANCOUVER



The **Market Activation Program** is designed to help you navigate your next global opportunity!



## WHO IS MAP SUITABLE FOR?

MAP is designed for small and medium-sized businesses who are:

- Interested in learning about new international target markets.
- Seeking assistance to expand their international footprint.
- Selling a product or service with a strong competitive advantage as a result of quality or patent protection.
- Good corporate citizens, devoid of corruption, environment, and human rights violations.

## MAP HELPS YOU GET RESULTS

World Trade Centre Vancouver programs are designed to help companies achieve results fast!



**DISCOVER** which global markets represent the greatest opportunities for your business.



**ENGAGE** with and hear successes and struggles from companies that have been there before.



**CREATE** and develop connections in market to expedite your progress.

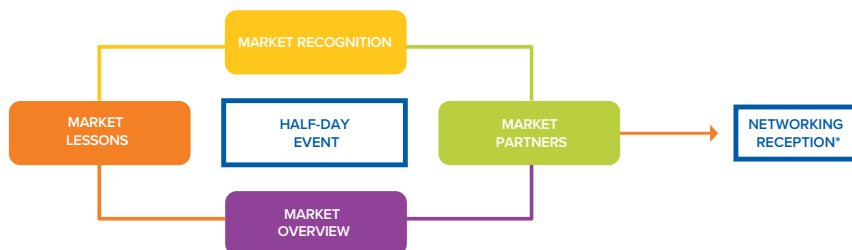
Join our global community – apply today!  
**WTCMAP.ca**

## PROGRAM OVERVIEW

New trade agreements and a competitive Canadian dollar make it an ideal time to extend your company's reach through the export of goods and services.

The Market Activation Program (MAP) is a variety of events focused on helping companies navigate their next global opportunity.

MAP offers a deep dive into growing markets that B.C. SME's should consider accessing. MAP events are 1-2 hour highly interactive sessions that offer a deep dive into growing markets that B.C. SME's might be interested in accessing.



\*Where applicable

## CONNECT GLOBALLY, PROSPER LOCALLY

MAP B.C. is delivered by World Trade Centre Vancouver (WTC-V). A member of the World Trade Centers Association, we deliver unparalleled access to global-minded, highly-targeted audiences made up of the most influential C-suite and political leaders, small business owners, and thought leaders in Western Canada and beyond. WTC-V has access to over 300 properties and trade services in nearly 100 countries worldwide.

## GRADUATE TESTIMONIALS

A growing number of SMEs have benefitted from the Market Activation Program.



### AJIA GOURMET PRODUCTS

"The Market Activation Program has been a great way for Aji Gourmet to continue gaining in depth knowledge about specific market outside of our initial scope."



### VIRTRO ENTERTAINMENT

"The Market Activation Program has given Virtro Entertainment access to many wonderful and lucrative networking opportunities. The World Trade Centre team continues to bring topical, engaging speakers to their stage allowing for the continued development of TAP and ICE graduates long after graduation."

### WISE BITES

"The Market Activation Program provided Wise Bites with a network of expertise beyond what we could have achieved on our own. The barrier to these key individuals have been removed and we've been able to learn from the top experts in their field. Beyond that, the facilitators have given us the confidence to proceed in the journey of exports."

Take the next step - register today  
**WTCMAP.ca**

## EXPERT PARTNERS

FASKEN



AIR CANADA

**Purolator**