

For more information, contact :
William Noko
1-902-440-8075
william.noko@c-levelexecs.com

EXPLORE YOUR... **IMPORT-ABILITY**

With broad executive experience in both
the Canadian and European markets,
C-Level is providing leadership
and know-how to firms
who wish to import
new products and
services from
Europe.

Grow sales and revenues
by importing new
products and services
into Atlantic Canada.



Atlantic Canada, Europe and Two Free Trade Agreements



In the last decade, two free trade agreements have been signed by Canada with two regions in Europe. One agreement was signed with EFTA in 2008. The second agreement was with the EU in 2016 (also known as the Comprehensive Economic and Trade Agreement (CETA)).

These agreements have, in effect, made it much easier for Canadian and European entrepreneurs and companies to do business with each other. By boosting trade between them, it is envisaged that this will create jobs and growth both in the two European regions and Canada.

Since late 2018, C-Level Executive Solutions, a Canadian business advisory and consulting firm, has assembled resources and devised a strategy to leverage these two trade agreements.

C-Level Catalyst Services:

♦ **Export/Import Matching**

Very early in the process, and often before involving Canadian firms, it is wise to define where potential demand lies, by first engaging with interested EU companies. Synergies must be found that promise to source Canadian trade partners who are producers of desirable services and products. Then it is time to start the conversations with those Canadian providers to uncover their interest in exporting those goods and services. This is a reverse matching approach that more readily identifies viable import opportunities for EU firms.



Because initiating a new export-import program requires resources, both human and monetary; C-Level is familiar with Canadian federal and provincial funding programs that help firms venture into the export market-place, and we are able to link EU and UK firms to the appropriate firms and products.



♦ **Export Readiness Assessment**

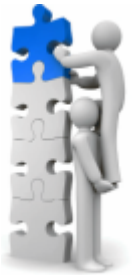
Reaching a deal is the desirable outcome, but if the exporting firm is not ready, it may be unable to meet the challenges that arise after signing the contract. C-Level avoids this obstacle by preparing companies wishing to move to take on this next level of engagement. This preparation will be accomplished by



using a readiness assessment that brings C-Level's know-how and years of previous experience into the equation. This diagnostic process will identify the gaps, and then structure the appropriate actions plans to systematically scale the operation, while supporting systems that protect the existing base of customers for both parties.

Market Strategy

In order to generate a viable strategy for an importer and exporter, The C-Level team employs a qualifying range of project activities (including a strategic roadmap, an operational review, project management, unique solutions definition, business analysis and post-implementation consulting). This process leads to a viable business arrangement for companies willing to pursue this mutual opportunity in order to expand their trading marketplace.



C-Level Executive Solutions is a team of internationally experienced executives who have a prior record of delivering reliable results through solid planning, operational leadership and inspired performance management.

