

FOR IMMEDIATE RELEASE

Atlantic Premiers Promote Local Companies in Atlanta

Atlanta, Georgia (February 8, 2012) – Atlantic premiers strengthened the region’s trade relationships with the southeastern United States during a trade mission to Atlanta, Georgia with representatives of 18 companies from the Atlantic provinces. The focus of the mission was to promote trade and investment opportunities in the following sectors: aerospace and defence, information technology, life sciences, agri-food and seafood, and oceans. Premiers participated in a number of events, including a visit to Lockheed Martin and a breakfast speaking engagement before the Georgia Chamber of Commerce and the Metro Atlanta Chamber.

The objective of the mission was to increase awareness in the Atlanta/Georgia business community of the competitive advantages of Atlantic Canada. Participating companies used the mission to showcase their entrepreneurial expertise, skilled labour, and attractive trade opportunities. The mission also served to demonstrate how Atlantic Canadian companies can contribute to the success and increased wealth of Georgia companies by improving trade and business connections between the two regions.

“As an export driven province, New Brunswick has an important and longstanding relationship with trading partners in the United States,” said New Brunswick Premier David Alward. “This mission was an opportunity to engage new partners and promote the benefits of doing business in New Brunswick. It was also a chance to showcase New Brunswick businesses that are fueled by innovation and poised to grow.”

“Nova Scotia holds a winning hand for international business development – location, connections, innovative sectors and abundant resources,” said Nova Scotia Premier Darrell Dexter. “This mission gave us opportunities to showcase Nova Scotia’s competitive advantages and Atlantic Canada as a great place to do business.”

Companies from Atlantic Canada are well-positioned to become suppliers for Georgia and Atlanta companies. Atlantic Canadian companies have significant cost advantages (labour, taxes, energy, construction), which allows them to produce globally competitive, quality products and services. Atlantic Canada, with its universities and networks of community colleges, has a highly skilled labour force and companies that support and drive the region’s growth in emerging sectors, which are in line with those in the Atlanta market.

“Economic and business ties between Newfoundland and Labrador, Georgia and the Southeastern United States are growing closer,” said Kathy Dunderdale, Premier of Newfoundland and Labrador. “Whether it is oil and gas, green energy, or our internationally recognized ocean technology or life sciences sectors, Newfoundland and Labrador has much to offer. I view this experience in Georgia as an exciting opportunity to promote these strengths and champion how greater ties can benefit both jurisdictions.”

“We make business work in Prince Edward Island, offering low operating costs, access to markets, tax incentives and rebates, and a highly educated and skilled workforce,” said PEI Premier Robert Ghiz. “While in Atlanta, our mission team demonstrated how Prince Edward Island offers the ability to think big and act fast through the opportunities we can offer in assisting businesses to grow and prosper.”

The mission builds on the existing relationship between Atlantic Canada and the Southeastern States through the Southeastern United States – Canadian Provinces (SEUS-CP) Alliance. Established in 2007, the SEUS-CP Alliance has increased dialogue between the two regions and provides a forum for establishing beneficial relationships between businesses in both regions.

The following is a list of companies from each province accompanying the premiers on the mission:

New Brunswick

ACCREON
Greater Moncton International Airport
GreenNexus
Imperial Manufacturing Group
Industrial Rubber Co. Ltd.
MASITEK Instruments Inc.
Professional Quality Assurance (PQA)

Newfoundland and Labrador

Parallel Services Inc.
Solace Power Inc.
The Marine Institute

Nova Scotia

LED Roadway Lighting
St. Mary’s River Smokehouse
SheepDogInc.ca
STARK International

Prince Edward Island

3 Points Machining & Aerospace
Discovery Garden
ViTRAK Systems Inc.
Weibel Aerospace

Financial support for this mission was provided through the Canada-Atlantic Provinces Agreement on International Business Development (IBDA). The IBDA is a federal/provincial agreement between the Government of Canada (ACOA, Foreign Affairs and International Trade Canada, and Industry Canada) and the four provincial governments in Atlantic Canada, and is designed to help Atlantic Canadian businesses enter, explore and succeed in international markets. The IBDA is the leading component of a pan-Atlantic effort to foster business relations, attract foreign investment and nurture technological cooperation.

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