

FOR IMMEDIATE RELEASE

The Council of Atlantic Premiers leads Business and Education Mission to Brazil

Friday, October 18, 2013 – The Council of Atlantic Premiers (CAP) is leading a trade mission to Brazil to promote innovative Atlantic business and post-secondary education opportunities. More than 75 business and education leaders from Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland and Labrador will visit São Paulo and Rio de Janeiro, October 21-25, 2013. Prince Edward Island Premier Robert Ghiz will lead the mission.

The mission will build on existing relationships between Atlantic Canadian and Brazilian businesses and educational institutions as well as explore new opportunities in strategic industries including aerospace and defence, information technology, education and research, food, oil and gas, ports and ocean technology.

“Atlantic provinces are working collaboratively to showcase Atlantic Canada’s exceptional abilities and opportunities in relation to business and higher education,” said Premier Ghiz.

As Canada’s 11th largest trading partner, Brazil is a key market for Atlantic Canadian business and trade. Brazil is one of the world’s largest emerging global markets and there is immense opportunity for collaborative initiatives and business opportunities.

The focus of this mission is to build strong partnerships with Brazil’s business and education communities and to work together as a region to promote the interests and strengths of our industries.

Atlantic Canada is a vibrant, innovative and sustainable region for business, education and research. Atlantic Canada offers strong trade opportunities and boasts skilled labour, high-quality products and services, as well as technological expertise and applications across a range of industries of interest to Brazil’s businesses, governments and academic institutions. Atlantic Premiers are confident that the networks and relationships forged as part of this mission will continue to grow into the future, providing economic benefits to Atlantic Canada and also Brazil.

Premier-designate Stephen McNeil has asked out-going Nova Scotia Premier Darrell Dexter to represent the Province of Nova Scotia during the mission.

“Working collaboratively with Atlantic Premiers and maximizing international trade opportunities for Nova Scotia is a priority for this government – during this time of transition it will be helpful to have Mr. Dexter serve the province on this mission,” said McNeil. “This trade mission is in line with our goal of supporting local businesses to access new export markets, which helps grow the workforce in local communities.”

Bruce Fitch, Minister of Economic Development for New Brunswick, and Kevin O'Brien, Minister of Advanced Education and Skills for Newfoundland and Labrador, will lead the delegations for their respective provinces during the mission.

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

The Council of Atlantic Premiers is committed to identifying and pursuing regional opportunities that benefit Atlantic Canadians and promoting the Atlantic region nationally and internationally.

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