

# APEX

ADVANCED PATHWAYS FOR EXPORT

PROGRAM GUIDE



Développement économique  
Canada pour le Pacifique

Pacific Economic  
Development Canada



Unlock global growth through tailored support, trusted networks, and scalable strategies.



## We Are Your Trade-Focused Growth Accelerator

APEX, powered by Alacrity Canada, is a specialized export acceleration initiative designed to help registered businesses in British Columbia successfully enter and grow in international markets. Through targeted mentorship and access to Alacrity's ecosystem, APEX supports SMEs in building a strong global presence.

Expanding beyond Canada presents challenges such as navigating trade regulations, securing investment, and adapting to new markets. APEX provides the expertise, resources, and connections necessary to overcome these barriers and drive sustainable business growth.

## Trade Diversification: A Smart Economic Move

Expanding into multiple international markets reduces reliance on domestic sales and protects businesses from economic fluctuations. By building a presence in non-traditional markets such as India, Singapore, Mexico, Australia, and South Asia, businesses can unlock new revenue streams, expand their customer base, and achieve long-term resilience.

### Why APEX Matters

BC's economy thrives on innovation and trade. APEX supports local businesses by:

- Expanding trade opportunities and increasing global revenue
- Creating high-quality jobs in key sectors
- Encouraging sustainable business practices
- Enhancing BC's competitiveness in global markets

Many SMEs struggle to expand beyond Canada due to limited international networks, regulatory complexity, and access to capital. APEX bridges this gap by providing:

- Tailored market entry strategies
- Connections to key global investors
- Comprehensive training in business expansion, investment readiness, and sustainability

By supporting SMEs in their international expansion, APEX strengthens BC's position as a hub for innovation and economic growth. Key stats on trade, growth, and export barriers highlight the current economic challenges facing SMEs:

15.1%

Only 15.1% of Canadian SMEs engaged in international trade. (2023)

\$997B

In 2024, exports rose by 1.9% to \$997 billion, higher growth in Canadian trade than previous years

#### TOP BARRIERS TO SME EXPORTS

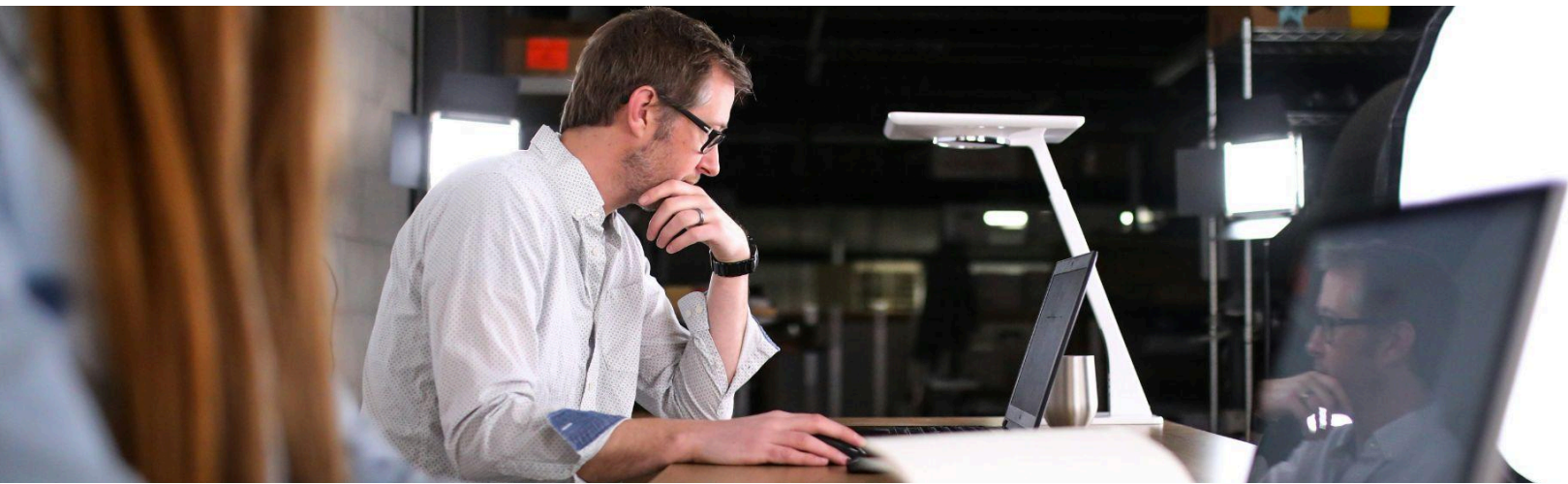
36.1% LOGISTICAL OBSTACLES

31.2% BORDER OBSTACLES

23.4% FINACIAL RISKS



Our mission is to equip BC-based businesses with the expertise, network connections, and resources needed to scale sustainably and compete globally.



## How We Are Different

Your business is unique, your export journey should be too.

We don't just offer advice. We work alongside you to connect the dots. APEX delivers hands-on, tailored advisory support paired with deep industry and global trade connections to help your business scale with confidence.

From navigating complex trade regulations to building customer pipelines and shaping effective fundraising strategies, APEX evolves with your business to support every stage of global growth. By working closely with government agencies, trade partners, and market experts, we tailor our guidance to your business's specific challenges and opportunities.

### APEX Support Services

APEX's support services are designed to ensure businesses are equipped for sustainable scaling in international markets. Each pillar addresses a critical component of export readiness and growth.

#### **Onboarding & Growth Strategy**

Onboarding, growth strategy development, export readiness prep.

#### **Export Readiness**

Trade regulations & compliance, sales channels, logistics, customer pipeline growth

#### **Sustainability, ESG, & Impact**

Regulatory compliance, impact measurement & reporting.

#### **Scaling**

Scaling operations, cultural & market sensitivity training, risk management.

#### **Investment Readiness**

Investor pitches, access to fundraising support.

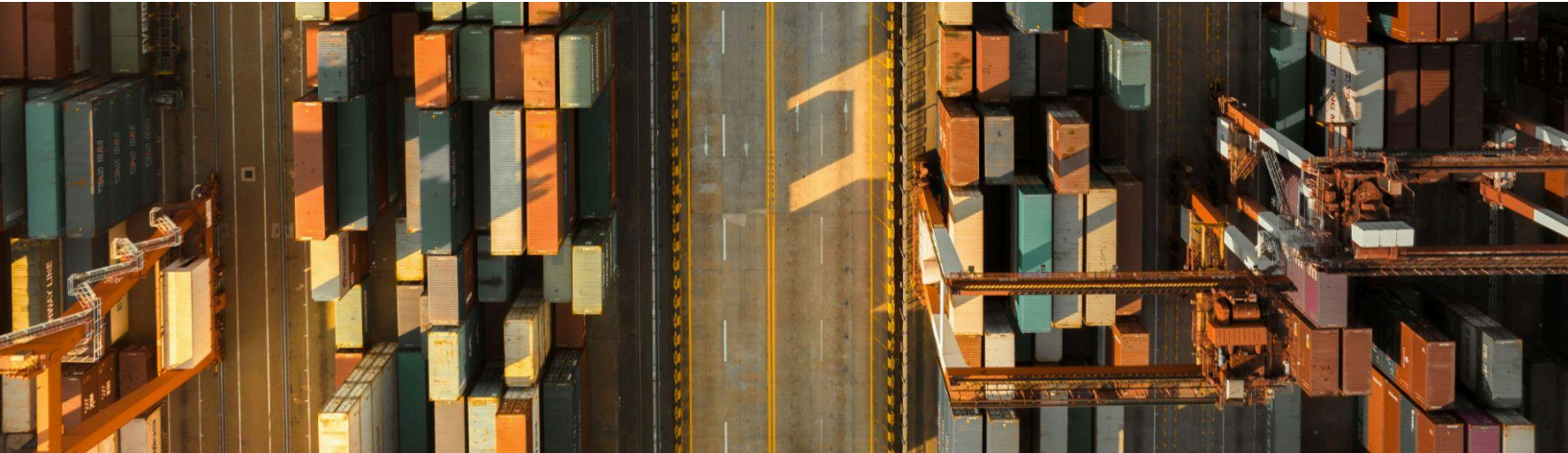
#### **Building a Sustainable Growth Plan**

Practical workshops and webinars supporting leadership and growth.

#### **Support Post Program**

Continued support and mentorship by Alacrity's ecosystem.

## Your Roadmap to Global Growth: Tools, Expertise, and In-Market Support



### Advisory & In-Market Support

We provide hands-on, in-market support to help ventures identify and connect with customers, investors, and strategic partners. Our team offers personalized guidance and practical insights to accelerate venture growth and expand into new markets.

- **One-On-One Business Advisory Support** – Tailored coaching from experienced mentors
- **Peer Learning & Networking Opportunities** – Collaborative spaces to connect and exchange insights
- **Export Guidance on Financial, Trade, & Legal Matters** – Specialized advice to manage business complexities
- **Connections to Government Trade Agencies & Funding Resources** – Access to valuable programs and financial support
- **Export Assistance & Regulatory Support** – Focused guidance on market validation and international regulations
- **Ongoing Networking & Alumni Community** – A dedicated network for continuous support and collaboration

## Market Expansion & Growth Tools

Equipping ventures with essential resources and targeted support to scale effectively and enter new markets.

- **Market Entry Playbooks** – Comprehensive guides outlining strategies for market expansion
- **Scaling Business Operations Tools** – Resources to streamline internal processes and improve efficiency to prepare for scale
- **Investor Readiness Training** – Focused support to prepare ventures for investment opportunities in Canada and globally
- **AI & Data Strategies** – Guidance on integrating AI and data-driven insights to enhance performance
- **ESG & Impact Training** – Practical tools to embed sustainability practices into business growth and meet global ESG and sustainability regulations
- **Trade Mission Assistance** – Support for participating in trade missions and building international connections
- **Workshops, Webinars, & Resource Library** – Learning tools designed to support export strategies and growth



## Answers at a Glance



### Who is eligible to apply?

The program is open to small and medium-sized enterprises (SMEs) based in British Columbia that are committed to scaling their business internationally. Candidates are businesses with established products or services in the market, commercialized technology, and readiness to expand into global markets. Priority is given to companies focused on sustainability, clean tech, industrial transformation, circular economy, and Indigenous-led ventures.

#### Businesses Must:

- Be a registered Canadian Business that operates or is headquartered in BC
- Have a proven product or service that is export-ready
- Generate a minimum annual revenue of \$200,000 CAD
- Demonstrate readiness for international expansion
- Commit to sustainability and ESG principles
- Show strong leadership and openness to mentorship

Priority is given to businesses in cleantech, sustainable manufacturing, and impact-driven models, including Indigenous-led ventures.



## **What is the selection Process?**

1. Application Submission
2. Application Evaluation
3. Shortlist Applicants are Notified
4. Interviews
5. Final Selection
6. Onboarding & Program Kickoff

## **What kind of companies are we looking for?**

We are seeking companies in clean energy, circular economy, ag-tech, dual-use, Indigenous-owned businesses, and more that are ready to reach global customers.

## **How does the program help with customer acquisition?**

Participants receive tailored support to build effective customer acquisition strategies for international markets. This includes guidance on identifying high-potential customer segments, developing targeted marketing strategies, and establishing strong sales channels. Our in-market advisors also provide insights on cultural considerations, local buying behaviour, and relationship-building tactics to help SMEs succeed in new markets.

## **What ongoing support is available post-program?**

After completing the program, businesses gain the option to sign on for ongoing advisory support from APEX and Alacrity Canada, including dedicated office hours with market experts, opportunities to connect with potential partners, and access to exclusive resources for scaling internationally.

## **Is there a fee for the program?**

The APEX program is fully subsidized for eligible businesses.



[www.alacritycanada.com/APEX](http://www.alacritycanada.com/APEX)



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