

CLEAN TECHNOLOGY SECTOR EXPORT SUPPORT

Helping Industry Reach International Markets and Realize Global Opportunities



TAKING ON THE WORLD

Canadian companies are recognized leaders in clean technology research, development, and innovation. In terms of getting their products to market, it is important that companies have an understanding of trends in global demand for clean technology products and services, as well as for the domestic sales opportunities.

Addressing challenges with respect to intellectual property security and positioning against larger, global competitors can be essential to a company's success. Supply chain management and opportunities for import substitution of key inputs are additional areas that require proper evaluation.

GLOBE has experience conducting in-depth industry consultation and providing analysis and review of current barriers and enablers for companies looking to exploit international markets. GLOBE's expertise and extensive international networks can provide real leverage to assist companies develop export strategies for their clean technology products and solutions.

HOW GLOBE ADVISORS CAN HELP

Our comprehensive approach to helping businesses and organizations reach their strategic export objectives includes:

- Identifying current jurisdictional trade barriers that may be limiting export growth potential;
- Identifying business issues that are acting as barriers for clean technology companies looking to export their products and/or solutions;
- Identifying key markets for the full range of clean technology products and solutions;
- Developing practical go-to-market strategies for clean technology companies;
- Assisting governments in developing enabling programs and policies for accelerating export development;
- Facilitating partnership development to foster global business opportunities; and
- Connecting small companies with international private and public sector players and investors.

"The global clean technology market was valued at US\$2.8 trillion dollars in 2012."¹

¹ Government of Germany, 2012

BENEFITS OF A CLEAN TECHNOLOGY EXPORT STRATEGY

- Identify new markets for clean technology products and/or solutions;
- Evaluate current export capacity and issues that may be inhibiting export potential;
- Develop enabling strategies that further clean economic growth potential;
- Identify new market-driven mechanisms to help facilitate export growth; and
- Help companies get to market faster by identifying and reducing red tape wherever possible.

DELIVERABLES

- Market entry strategies for different target markets around the world based on market intelligence and industry insights.
- A professional report summarizing key findings and a set of prioritized recommendations for action in order to help accelerate the export of clean technologies.
- Consultative support for public and private sector stakeholders looking to implement suggested recommendations.

THE GLOBE ADVANTAGE

With over 15 years of experience in the business of sustainability, you can trust GLOBE Advisors to help your organization prepare for and realize the wealth of opportunities in the rapidly expanding, global green economy.

Our professional consulting team is available at every step throughout the process to help your government identify, measure, and realize the opportunities through this strategic, analytical approach.

CONTACT GLOBE ADVISORS

Paul Shorthouse

Director, Research & Strategic Planning

Phone: +1 (604) 695-5005

Toll Free: +1 (800) 274-6097 (North America)

E-mail: paul.shorthouse@globe.ca


GLOBE Advisors


World Trade Centre

Suite 578 – 999 Canada Place

Vancouver, British Columbia

Canada V6C 3E1

 @globeadvisors

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