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ITAC Industry Insider Newsletter

Is access to the *European Market* top of mind?

The 2016 Comprehensive Economic and Trade Agreement (CETA) free-trade agreement between Canada, the European Union and its member states, provides Canadian industry with access to the world's largest economy, a market of 500 million consumers. It is the world's largest importer and accounts for approximately 16 per cent of total world trade.

If you are you thinking about expanding your business into the *European Market*—you can help guide the work of our trade mission in Europe to better serve and support the Canadian Industry!

This will serve as an introductory resource for Canadian innovators to increase their familiarity with European innovation networks, programs, financing opportunities, accelerators, clusters etc. It is intended to complement existing resources such as the Step by-Step Guide to Exporting, Exporting to the EU and the ERA-Can+ Horizon 2020 Guide for Canadians, by providing initial pathfinding to opportunities and prospective partners in innovation in Europe.

The Canadian Embassy is listening and has enlisted *Hill+Knowlton Strategies* to help them with this initial research. If you are interested in participating, please contact **Mariana Kutin Morais**, Director, Membership and Business Development at ITAC at mkutin_morais@itac.ca or **905 602-8345 ext. 2431**