

# **CANADIAN COMPANIES ALERT**

## **A TRADE\* AND TECHNICAL MISSION IN FRANCE – ARCHITECTURE + URBAN PLANNING + DESIGN + SUSTAINABILITY**

### **THE PARIS DESIGN SUMMIT: A UNIQUE BUSINESS AND KNOWLEDGE NETWORKING OPPORTUNITY FOR YOU AND YOUR ENTERPRISE**

Architecture and design: European countries and more specifically France have a long and rich history in these spheres. Among the French, many illustrious architects, designers and urban planners come to mind, such as Haussman, Lowey and Le Corbusier. The daily influence of current innovators such as Nouvel or Portzamparc resonates across the planet, not to mention icons of fashion and design such as Chanel, Dior, Louboutin or Starck. To top it off, the CETA economic and trade agreement has just been signed between Canada and the European Union and the Design Summit will be held in Paris.

This is why the Paris Design Summit and its partners: World Design Agency VIPARIS, Eventime, PG Promotion, together with the support of the Trade Commissioner Service of Foreign Affairs, Trade and Development, Canada, the Québec Ministry of International Relations and La Francophonie, and the Office Franco-Québécois pour la Jeunesse are organizing this Design + Architecture + Sustainability Trade Mission: it is intended for designers and architects from Canada and Québec to give them the opportunity to foster economic and professional relations with their European counterparts through a program that includes:

- Technical and workshop visits
- Networking opportunities in the fields of design, architecture and urban planning
- Excellent positioning through your innovative sustainable practices
- Participation as a delegate at the Paris Design Summit
- Specialized seminars and workshops
- Personalized meetings
- A special session on CETA

### **TAKE ADVANTAGE OF THE CETA FREE TRADE AGREEMENT BETWEEN CANADA AND THE EUROPEAN UNION – SEIZE THE INITIATIVE FOR A NEW GROWTH ECONOMY**

Under the framework of the Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union a world of opportunities opens up for both Canadian and European enterprises:

- The agreement allows for greater mobility of workers.
- The agreement recognizes mutual arrangements in architecture and urban planning.

- The agreement gives Canadians access to European public procurement markets and vice versa.
- The agreement eliminates most tariffs.
- The agreement favours key industries such as technology and sustainability.
- We invite European companies to come and meet Canadian companies and build partnerships. CETA specialists will also be available on site to present relevant details.

## **THE DESIGN + ARCHITECTURE + URBAN PLANNING + SUSTAINABILITY TRADE AND TECHNICAL MISSION**

Dates: February 18 – 22, 2019

City: Paris

Maximum number of companies / professionals: 30

OFQJ scholarships: information to come

Number of reserved places in the exhibition: 15

### **MISSION AGENDA**

Saturday, February 16, 2019, departure for Paris and travel (weekend)

Sunday, February 17, arrival in Paris, transfer to the hotel, free time

Monday, February 18, meet and greet with the Canadian Embassy (professionals and businesses only) and visits to workshops and businesses and scheduled meetings

Tuesday, February 19, reception with the Québec Delegation (Québec companies only) and visits to workshops and businesses and scheduled meetings

Wednesday, February 20 to Friday, February 22, participation in the Paris Design Summit (complete schedule available)

1- Participate in the Congress uniting academics, practitioners, professionals and other design world players to address the 12 topics.

2- Explore the exhibition to meet innovative suppliers, manufacturers and companies.

3- Deepen your knowledge during informative workshops.

4- Attend the Summit and meet outstanding experts and leaders.

5- Network for 3 days, including events and meetings.

6- Invite your prospects thanks to reserved exhibition passes.

Saturday, February 23, departure from Paris

### **MISSION OBJECTIVES**

Enable enterprises and professionals to:

1- Sell their products and services

2- Find representatives and distributors

3- Identify customers, industry specifiers

4- Form partnerships (partnership/collaboration/consortium)

5- Learn about current trends and best practices

6- Get a sense of the competition

7- Identify best practices in their field

8- Create links with potential suppliers

## **INCLUDED IN THE TRADE AND TECHNICAL MISSION**

Participants will benefit from the credibility factor of being part of a Canadian trade mission, with the support of a professional advisor, the Embassy of Canada, the Québec Government Office in Paris and the Paris Design Summit's extensive network of international partners:

- 1- Suggestions for contacts and networking opportunities may be recommended according to each participant's stated objectives.
- 2- On-site logistics support will be provided.
- 3- Congress registration worth 450 Euros is included.
- 4- Opportunity for collaboration on the World Sustainable Design Framework, highlighting the path to success for one of your flagship products or services.

## **ELIGIBILITY**

Professionals: Members of the Association of Canadian Industrial Designers (ACID), the Association des designers industriels du Québec (ADIQ), the Association professionnelle des designers d'intérieur du Québec (APDIQ), the Association of Registered Graphic Designers of Ontario (RGDO), the Interior Designers of Canada (IDC), the Ordre des architectes du Québec (OAQ), the Royal Architectural Institute of Canada (Architecture Canada), the Société des designers graphiques du Québec (SDGQ), the Society of Graphic Designers of Canada (GDC), the Ordre des Urbanistes du Québec (OUQ), the Canadian Institute of Planners (CIP), the Association des architectes paysagistes du Québec (AAPQ), and the Canadian Society of Landscape Architects (CSLA) are automatically eligible.

Those who are not members of one of these associations must present their CV for approval.

Companies: Companies must be active in one of the domains of design and architecture and seek to pursue, reinforce efforts or take the initiative in terms of sustainability, or address the clientele of professionals at the Paris Design Summit. To be an exhibitor, please contact our sales department for details on the conditions and costs.

OFQJ: Young professionals under the age of 35 must fulfill the conditions of the candidacy application of the Office Franco-Québécois pour la Jeunesse if they wish to participate in this program. Contact us.

## **COST OF PARTICIPATION (FOR MISSION ONLY)**

Registration: \$500 CAD + taxes per person (\$600 after September 15), including Paris Design Summit registration (excluding transportation, meals and accommodation).

## **APPLICATION DEADLINE**

*Friday, October 12, 2018*

## **MISSION PARTNERS**

This trade mission is an initiative of the Agence Mondiale du Design Group, with support from the Trade Commissioner Program of Foreign Affairs and International Trade Canada, in partnership with the World Sustainable Design Framework and the Paris Design Summit. Other partnerships are in progress, including with the Alliance Française des Designers, the Chambre de Commerce et d'industrie de Paris, the Ordre des Architectes de France, the Ateliers de la Ville de Paris, the Arsenal and France Design Éducation..

## **ARE YOU READY TO EXPORT?**

The question is essential. If you are not totally ready to export your products or services, it's probably time to get ready. Given that our mission has a technical component, it is the ideal mission to familiarize yourself and evaluate your potential in new markets. Participate in this survey to help refine your approach:

<http://www.international.gc.ca/gac-amc/campaign-campagne/ceta-aecg/quiz.aspx?lang=fra>

## **DO YOU NEED FINANCING?**

Various organizations and experts can help you find financing. Here are a few suggestions to get you started (This information is not binding for the PDS or governments):

- 1- The Québec government offers financing to companies:  
Export Québec can assist eligible enterprises;  
Investissement Québec also has marketing programs.
- 2- The Government of Canada also offers various funding programs.
- 3- If you are under 35, the Office Franco-Québécois pour la Jeunesse (OFQJ) also offers assistance for an international project.
- 4- \*\*\* New Program \*\*\* Creative Export Canada offers funding programs for creative industries.