

APEX

Advanced Pathways for Export

PROGRAM GUIDE



About APEX

Advanced Pathways for Export

Fueling the future of sustainable, high-growth businesses—**scaling beyond borders and driving global impact.**



We Are Your Trade-Focused Growth Accelerator

APEX, powered by Alacrity Canada, is a specialized export acceleration initiative designed to help British Columbia-based businesses successfully enter and grow in international markets. Through structured guidance, targeted mentorship, and access to global networks, APEX enables SMEs to secure investment, reach international customers, and establish 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 markets like 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:

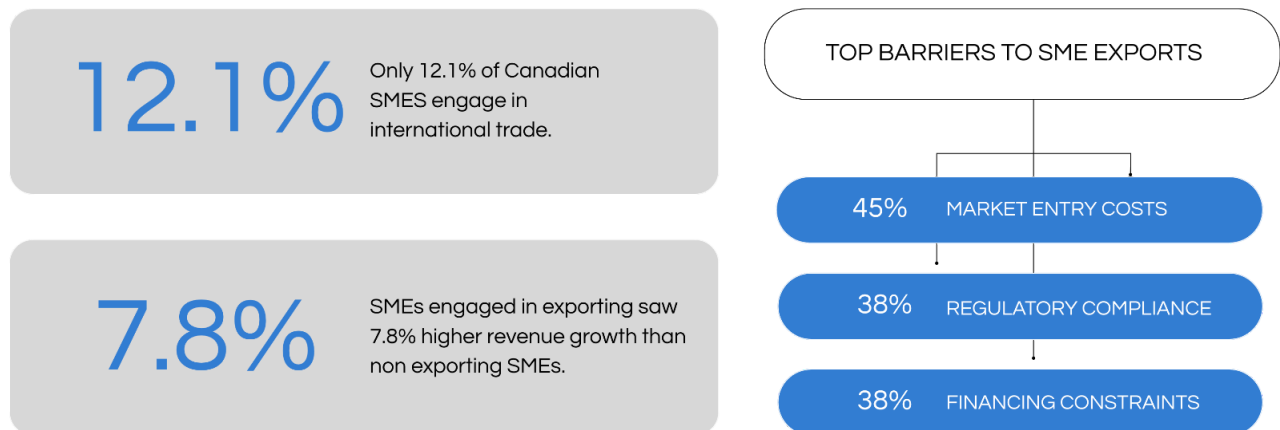
- Expanding trade opportunities and increasing global revenue
- Creating high-quality jobs in key sectors
- Encouraging sustainable business practices
- Enhancing BC's competitiveness in global markets

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:



Business Development Bank of Canada. What Could Trade Diversification Mean for Canadian SMEs?

Government of Canada - Trade Commissioner Service. Expanding Internationally: Canadian SMEs Overcome Challenges to Trade Abroad.

Statistics Canada. The Daily: Canadian Trade Data Highlights.

Program Overview

Scaling BC Businesses for Export Success

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

Connecting the Dots to Global Growth – Tailored Support, Trusted Connections, and Strategies That Scale

We don't just offer advice—we connect the dots with you. Our program combines hands-on support with deep industry connections to help your business thrive in global markets.

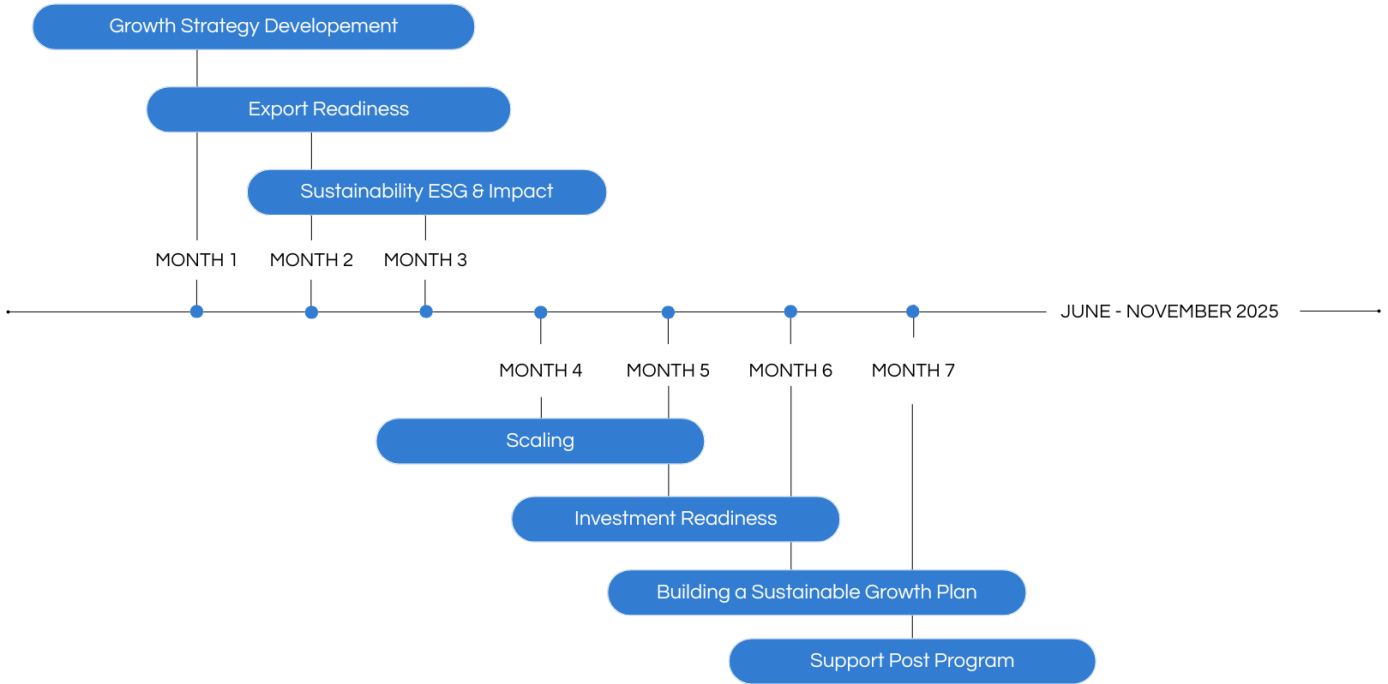
By working closely with government agencies, trade partners, and market experts, we provide SMEs with the insights, resources, and strategies needed to scale successfully. From navigating complex trade regulations to building customer pipelines and securing investment, we're with you every step of the way.



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.

Cohort Schedule



Month	Area of Support	Key Activities
1	Onboarding & Growth Strategy	Onboarding, growth strategy development, export readiness prep.
2	Export Readiness	Trade regulations & compliance, sales channels, logistics, customer pipeline growth.
3	Sustainability, ESG & Impact	Regulatory compliance, impact measurement & reporting.
4	Scaling	Scaling operations, cultural & market sensitivity training, risk management.
5	Investment Readiness	Investor pitches, securing financing.
6	Building a Sustainable Growth Plan	Leadership Lab.
7	Support Post Program	Continued support & mentorship

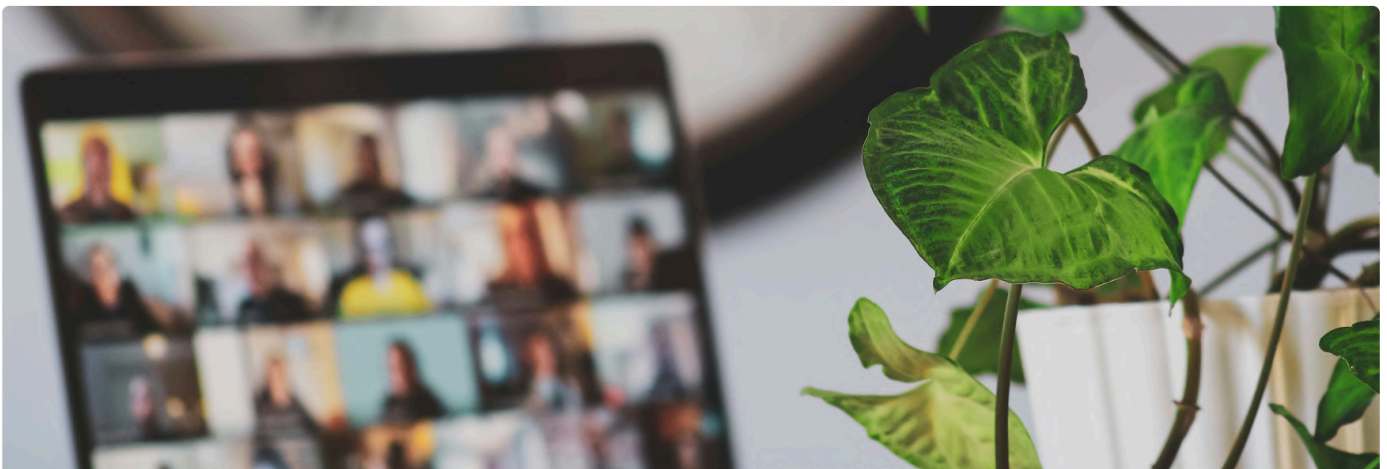
Core Program Benefits

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.

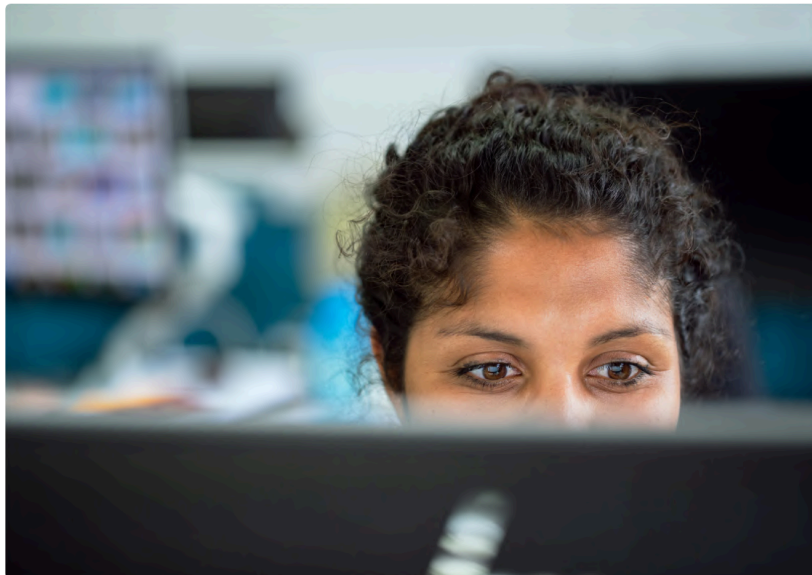
- **One-On-One Business Advisory Support** – Tailored coaching from experienced mentors
 - **Peer Learning & Networking Opportunities** – Collaborative spaces to connect and exchange insights
 - **Export Guidance on Financial, Trade, & Legal Matters** – Specialized advice to manage business complexities
 - **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
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Market Expansion & Growth Tools

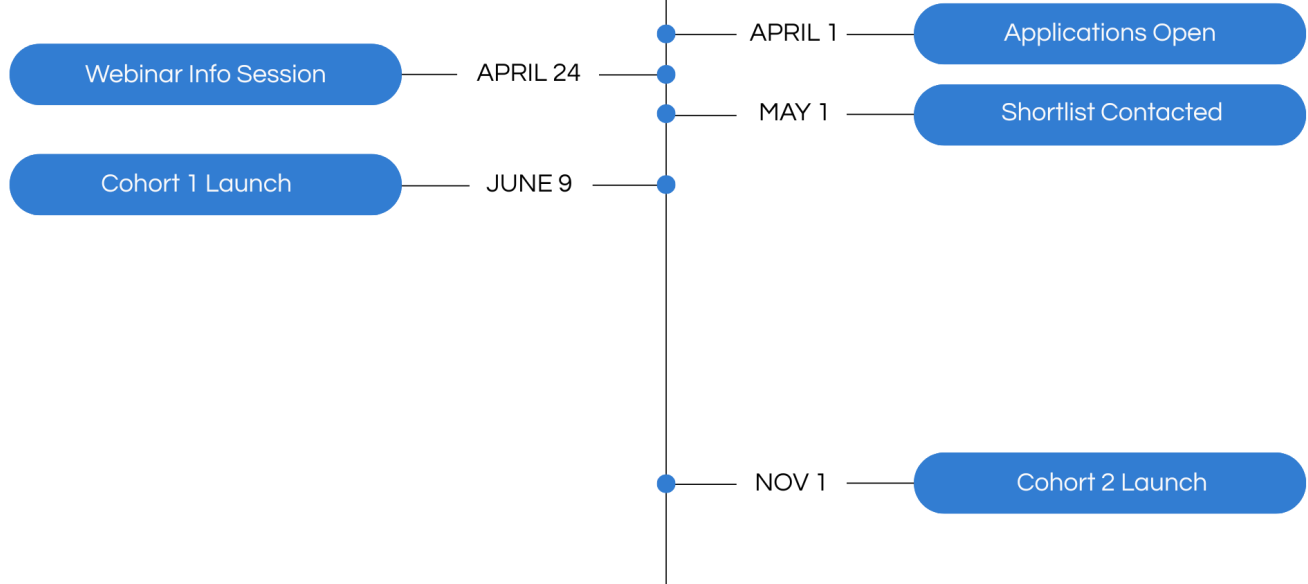
Equipping ventures with essential resources and targeted support to scale effectively and enter new markets.

- **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
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Details

Key Dates



Selection Process

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



FAQ

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 with export potential
- 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 Industries are you focusing on?

- > Clean Technology – Advancing climate innovation and sustainable energy solutions.
- > Circular Economy – Supporting zero-waste initiatives and sustainable supply chains.
- > Industrial Transformation – Enhancing manufacturing and resource efficiency.
- > Blue Economy & Ocean Innovation – Strengthening marine and coastal sustainability.
- > Indigenous Ventures – Providing resources and mentorship for Indigenous-led ventures.
- > Consumer Packaged Goods (CPG) – Helping BC brands expand internationally.
- > Tourism & Hospitality – Scaling innovative and sustainable travel businesses.

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 behavior, 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.

Do I need to be a BC registered business?

Yes, you need to be a BC business, paying taxes in Canada.

Is there a fee for the program?

Yes. Our average program fee is \$1,000-\$10,000 per business. However, we use a sliding scale based on company stage and growth. We also have scholarships that we provide for founders who come from historically excluded groups. We want to make sure you have skin in the game, but that the cost is not a barrier for you to scale.





Application

Ready to Scale Your Business Internationally?

Apply at www.alacritycanada.com/the-apex-program/ or
contact us at APEX@alacritycanada.com

