

GLOBAL TRADE MISSION: CANADA

TORONTO AND MONTREAL
NOVEMBER 9-14, 2025



LEARN MORE

If you have questions about this program, please contact:

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DISCOVER EXPORT OPPORTUNITIES AND MAKE CONNECTIONS WITH WISCONSIN'S LARGEST TRADING PARTNER

The Wisconsin Economic Development Corporation is organizing a global trade mission to Canada to help Wisconsin companies connect with export partners in the market. Wisconsin companies, whether new to exporting or looking to expand their exports into Canada, are invited to participate in this program. The cities included in the program, Toronto and Montreal, were chosen because of their markets' strategic importance for Wisconsin companies. Exporting is a must for any company seeking to grow; Wisconsin companies across all sectors are encouraged to consider participating in this program.

In each city, participants will be scheduled for customized one-on-one meetings with prospective partners in the market. These partners are chosen specifically for each participating company based on the company's business needs and objectives. Each participant will also receive market intelligence specific to their company, detailing considerations to keep in mind when introducing the company's product or service into the Canadian market. WEDC has eyes and ears on the ground in Canada in the form of an authorized trade representative—thus making it easier for Wisconsin companies to find local partners they can trust and taking some of the guesswork out of launching in a new market. Traveling as part of a trade venture also provides the opportunity for peer-to-peer networking and sharing of experiences and business connections among participants.

Cost: \$2,500 for a Wisconsin exporter of goods or services; \$2,200 for a second participant from the same company

This subsidized cost includes the following personalized services for trade mission participants:

- Market research and customized one-on-one appointments with potential customers, agents, distributors, and other market intermediaries in each city
- Hotel accommodations for the duration of the program
- All scheduled ground transportation in Toronto to Montreal
- Transportation from Toronto to Montreal
- Some group meals

The registration deadline for this program is **Sept. 5, 2025**.

For more details and registration information, visit wedc.org/canada26

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