



Innovate  
UK  
EDGE



## THE GLOBAL BUSINESS INNOVATION PROGRAMME

### Canada - Ocean Technology

**The Global Business Innovation Programme**, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase, a 5-day Innovation Visit focused on Canada, a follow-up Exploitation Workshop, and bespoke one-to-one support from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the territory.

The Innovation Visit to Canada includes participation at Canada's premier event for the ocean technology sector. The [H<sub>2</sub>O: Home to Overseas Conference and Exhibition](#) will include: the ocean industry showcase, Innovate UK pavilion presence, exclusive networking opportunities through pre-arranged B2B meetings with like-minded Canadian and international businesses, formal receptions and the high-profile international Oceans Gala Dinner. This year's conference will also include on-water demos at the Centre for Ocean Ventures & Entrepreneurship (COVE).

The Visit to St John's Newfoundland and Labrador will include a 2-day programme of tours of research and academic facilities, B2B opportunities

with the local ocean technology community as well as an opportunity to network with the business, research and academic community.

#### Why Canada?

Canada has become a world leader in engineering products and services suited to extreme harsh ocean environments, marine remote sensing technologies, and ocean observing systems. More than half of Canada's \$30bn ocean economy is anchored in Atlantic Canada, including the key province of Nova Scotia.

Atlantic Canada and Nova Scotia, in particular, is home to a strong cluster of ocean industries and to ground breaking ocean research. This region is quickly becoming a globally recognised hub of oceans expertise with the potential to be a significant contributor to a number of Global Value Chains associated with the oceans sector.

*"This was an excellent visit to a region that we would not have the capacity to visit with our current resources. A great programme of events covering a number of companies and locations that would be impossible to put together independently"*

Paul Slorach, Verlume Ltd

#### Benefits:

- Explore Ocean Technology opportunities in Canada.
- Gain a better understanding of the challenges and opportunities of doing business in Canada.
- Find potential innovation collaborators and partners and develop your network globally.
- Improve your company value proposition to international partners and investors.

**Focus Areas:** This initiative is particularly relevant for businesses in:

- Aquaculture
- Fisheries
- Marine Energy
- Marine Environmental Monitoring
- Marine Net Zero
- Marine Observations
- Marine Robotics
- Marine Transportation
- Ocean Plastics

**Key Technologies:** Marine applications including, but not limited to:

- Alternative Energy
- Aquaculture Systems
- Autonomous Vessels
- Fishery Processes & Management
- Ocean Sensors
- Robotics & Drones
- Vessel Design & Manufacture

#### KEY DATES:

Applications  
Close:  
23 April 2023

Pre-Visit  
Briefing  
Workshop:  
22 May 2023

Innovation  
Visit:  
11 - 17 June  
2023

Exploitation  
Workshop:  
21 Sept 2023



Innovate  
UK

## WHAT TO EXPECT:

Innovate UK's Global Business Innovation Programme helps high-growth innovative UK businesses to explore and exploit the collaboration, innovation and growth opportunities that exist in a specific international market around a particular theme. The programme supports cohorts of up to 15 businesses providing detailed market knowledge, cultural insights and connections and is based around three stages:

- **Prepare for the market:** Briefing by sector and market experts on Atlantic Canada's ocean technology, innovation and research ecosystem and key players, market dynamics and cultural aspects of conducting business in Canada. Delegates also receive help to find partners and arrange meetings.
- **Visiting the market:** Providing opportunities to attend pre-arranged meetings and activities with key organisations and to meet potential partners and collaborators and build relationships. This will include participation at Canada's Premier Conference, Exhibition and Ocean Industry Showcase the [H<sub>2</sub>O: Home to Overseas Conference and Exhibition](#) and site visits including St John's Newfoundland and Labrador (5 days of market related activity).
- **Exploiting the opportunity:** Participating companies will benefit from an Exploitation Workshop and bespoke one-to-one support from an Innovate UK EDGE Innovation and Growth Specialist to maximise the opportunity.

## INNOVATION VISIT ITINERARY (subject to change):

Participants will need to comply with [Canadian](#) and [UK](#) travel requirements. Should travel not be permitted the programme may be delivered virtually or postponed.

Date	Activity
11 June 2023	Depart UK / Arrive Halifax, Nova Scotia, Canada
12 - 14 June 2023	Canada's Premier Conference, Exhibition and Ocean Industry Showcase <a href="#">H<sub>2</sub>O: Home to Overseas Conference and Exhibition</a> and COVE Demo Day
15 - 16 June 2023	Visit to St John's Newfoundland and Labrador
17 June 2023	Depart St John's / Arrive UK

## TO APPLY FOR THIS INITIATIVE, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise.

Be a company with fewer than 500 employees.

Be able to attend and complete all activities.

## WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each company, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

## HOW TO APPLY?

The Global Business Innovation Programme has a competitive process where only the best applications will be successful following an evaluation process. All applications must be made online via the website [Click Here](#) and received by midnight on Sunday 23 April 2023. Successful applicants will be notified by 28 April 2023.

Innovate UK is committed to improving the diversity of who we support. As such, we welcome applications from under-represented groups in the ocean technology sector.

## ADDITIONAL INFORMATION & ASSISTANCE:

For more information, assistance with your application or to discuss accessibility needs, please contact Julie Coles at email [enquiries8@innovateukedge.ukri.org](mailto:enquiries8@innovateukedge.ukri.org) or call +44 (0) 7974 984766.

