



CALLING CALIFORNIA SMALL BUSINESSES  
WITH SAFETY & SECURITY SOLUTIONS

# JOIN OUR CANADA EXPORT TRAINING & MARKET ENTRY PROGRAM

Virtual | Fall & Winter 2025

Emergency Preparedness, Mitigation, Response, Recovery, and Cyber Security

## CALIFORNIA EXPORTS WIN

The California Governor's Office of Business and Economic Development (GO-Biz) , in partnership with Channel Architect, invites California small businesses interested in Canada's safety and security sector to join our virtual, in-depth training and confidential one-on-one "Know Before You Go" sessions—designed to help you prepare for major sales opportunities in the Canadian market.

## MARKET OPPORTUNITY

Canada's government agencies and industries require market-tested safety and security solutions for emergency preparedness, mitigation, response, and recovery (EP&R) that:

- Mitigate risk of natural disasters due to climate change
- Strengthen resiliency against natural and civil emergencies
- Protect from damage to critical supply chain & logistics
- Insulate critical need infrastructure sectors, e.g., food, energy, water
- Reinforce public institutions' preparedness

**WHO SHOULD ATTEND?** Company executives, business development specialists

## PARTICIPATION BENEFITS

### PART ONE: TRAINING AND EDUCATION

- How to operate in Canada (company structure, partnerships)
- Business Climate in Canada
- Spot public procurement requests for investment and capacity-building
- Participate in tabletop disaster simulation exercises
- Identify government & regulatory frameworks and financial incentives
- Briefing on Emergency management standards and regulatory guidance
- Review of industrial standards (energy, transportation, manufacturing)
- Gain awareness of First Nations/Indigenous plus Rural/Remote issues
- Identify market-leading private industry channel partners

### PART TWO: EXPORT MARKET READINESS

- Assess company's existing export roadmap
- Refine Unique Value Propositions and Selling Solutions
- Develop detailed export readiness checklist
- Prepare for virtual meeting services with prospective partners and key buyers, organized by US Commercial Service in CA and Canada
- Prioritize in-country trade events, conferences, and industry days

## PARTICIPATION FEE:

**\$500 USD**

Space is limited to 20 eligible California small businesses (filled on a first-come first-served basis).

## REGISTER HERE:

[step.business.ca.gov](https://step.business.ca.gov)

- Select "STEP Export Training" as application type
- Select "Safety & Security Canada" from the event selection drop-down menu
- Submit, we will review and get back to you with next steps

## MORE INFO:

[www.export.business.ca.gov](https://www.export.business.ca.gov)

## NEED MORE INFORMATION?

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