



International Trade
Canada

Commerce international
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York Export Alliance Terms of Reference

Purpose of the Alliance

To provide a forum for the exchange of information on export opportunities and coordination of trade initiatives between government, export agencies and the private sector located in York Region.

Structure and Organization of the Alliance

The Alliance will be co-chaired by International Trade Canada, Ontario Region and York Region, Economic Development Office.

The Alliance will be comprised of four levels of government (federal, provincial, regional and municipal), export agencies, private sector associations and Chambers of Commerce in York Region. Members participate in the Alliance as representatives of a particular stakeholder group not as individuals or individual companies. Participating members have an export mandate or an interest in promoting export opportunities to respective stakeholders.

Role of the Alliance

The Alliance will serve to develop a coordinated export marketing approach and identify leveraging opportunities. The focus will be on addressing issues and strategies that would benefit the whole of the region. Initial areas to be covered include:

1. Branding York Export Alliance
2. Developing shared resources (portal, export tools)
3. Client Referral System
4. Coordination of local trade initiatives (seminars, workshops, trade days)
5. Identification of and participation in key international events
6. Sponsorships

Modus Operandi

The Alliance operates as a standing committee on export development. Meetings will be scheduled quarterly on a rotating basis at different venues throughout the Region. Task groups may be formed to lead special initiatives emerging from Alliance meetings. Special guests will be invited to present strategic information for exporting.

Administrative and Financial Agreements

International Trade Canada, Ontario Region and York Region, Economic Development Office will provide secretariat support to the Alliance. Membership in the Alliance is on a voluntary basis; no honoraria will be paid to members of the private sector.