

DIVERSIFY YOUR MARKETS: **guide and resources**

Transform your global ambition
into an action plan.



Introduction

In an ever-changing economic landscape, market diversification has become an essential strategic lever for ensuring the resilience and growth of Canadian businesses. By broadening their commercial horizons, they reduce their dependence on a single market, gain access to new consumers, and strengthen their global competitiveness. As a gateway to international markets, the Port of Montreal is a key player in this dynamic by offering an efficient logistics hub and strategic connections to major global markets.

This guide is designed to give businesses practical support as they expand internationally. It brings together reliable resources, support programs, and key partners to help with every step of the journey to new markets.

Our goal is simple: to help businesses move from intention to action and fully seize the opportunities offered by global markets.





Financial solutions to support your international development

International growth brings new challenges: currency fluctuations, risks of non-payment, increased cash flow requirements, and more.

To help Canadian companies overcome these challenges and seize business opportunities abroad, Export Development Canada (EDC) offers a comprehensive range of financial solutions tailored to every stage of the export journey.





Risk management

Credit insurance:

Protection against the risk of non-payment by foreign buyers.

Bank guarantee insurance:

Additional protection to secure your international transactions.

Working capital solutions

Export guarantee program:

Access more liquidity in partnership with your financial institution.

Bank margin guarantee:

Free up funds to invest in international growth.

Foreign exchange facility guarantee:

Reduce risks associated with currency fluctuations.

Financing solutions

Direct lending:

Financing to support expansion into new markets.

Matching investment program:

Support for strategic investment projects.

Inclusive trade investments program:

Support for companies seeking growth abroad.

[Click here to learn more and access services](#)





Government resources and support programs

Trade Commissioner Service: Global Affairs Canada

- Personalized advice to assess your potential for success in specific markets.
- Help finding international customers and partners.
- Support in navigating regulations, certifications, and formalities.
- Key resources:
 - [Export Guide](#)
 - [Canada Tariff Information](#)
 - [Rules of Origin Facilitator](#)
 - [Trade Commissioner Service](#)
 - [Business Assistance Search Tool](#)

Canada

Business Impact Program

Additional funds for a range of products to help eligible businesses weather economic challenges:

- Commercial credit insurance.
- Currency fluctuation management solutions.
- Guarantees and other financing solutions.

[Click here to learn more](#)





Regional Economic Growth through Innovation Program (REGI) – Business Expansion and Productivity Component

- Financial assistance to stimulate innovation and business growth.
- Funding for a variety of projects: acquisition of equipment or machinery, marketing and market development, and business management.

[Click here for more information](#)



PANORAMA Program

- Financing to support Quebec exporters in their efforts to diversify their exports to markets other than the United States.
- Financing in the form of a loan with a capital repayment moratorium of up to 24 months – \$250,000 to \$1 million.

[Click here for more information](#)



ESSOR Program – Internationalization Support Component

- Initiative aimed at increasing the presence of Quebec companies in global supply chains.
- Financial assistance to support projects such as the acquisition of facilities for the transit of goods, the acquisition of distribution networks, or the opening of a subsidiary abroad.

[Click here for more information](#)



Some chambers of commerce and municipalities also offer services and programs to support exporting companies in their diversification efforts.



Ask your questions!

Every international journey is unique, and it's normal to have questions along the way. Whether you want to better understand the financial tools available, assess the risks associated with your target markets, or explore growth strategies, experts are here to help.

Montreal Port Authority

Want to learn more about international trade corridors and strategic maritime connections or the logistics solutions offered by the Port of Montreal? Our team is here to guide you and help you connect your business to the right markets.

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Export Development Canada (EDC)

Do you have questions about [market diversification](#)? EDC's experts are here to guide you through every step of your international expansion.

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Contact the EDC team

Quebec and Nunavut Regional Office

Global Affairs Canada Trade Commissioner Service

More active support for the following industrial sectors:
Aerospace / Automotive / Defense and security / Creative industries /
Industrial machinery / Mining / Consumer products / Life sciences /
Information and communications technology / Clean technology

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