

## The first collective internationalisation mission to Canada successfully finalised!

Nitra, December 5<sup>th</sup>, 2022. The selected **Champion SMEs** of the call for the first target country, **Canada** got the opportunity to expand their business and to start a new internationalisation journey.

### Collective internationalisation mission to Canada

During five busy days, from 21<sup>st</sup> till 25<sup>th</sup> November 2022, [F2F Health Matters](#) project consortium with the expertise of Canadian consultants dedicated efforts and resources to embark selected European companies to discover Canadian market and to get a real insight of what to expect for future collaborations around innovation, but also the right strategy to follow in order to make their internationalisation journey a success. The mission was held in Montreal and then Toronto, where SMEs were supported to meet potential business partners, present their healthy food products and supplements and learn the specifics of Canadian market, all leading to new potential business agreements and promising collaborations.

The Champion SMEs participating in the internationalisation mission were the following: [Bella Vie](#) (Belgium), [Tilman s.a.](#) (Belgium), [EQUANTO](#) (Portugal), [Ramirez & C<sup>a</sup> \(Filhos\), S.A.](#) (Portugal), [Archie](#) (France), [HAPPYLIFE s. r. o.](#) (Slovakia) and [Innolact \(Quescrem\)](#) (Spain). In addition, one of the companies, [Mieles Anta](#) (Spain), receiving the individual Commercial Lead Support also travelled to Canada to meet their prospects.

### Elite Program

All the selected SMEs have also been part of the **Elite SMEs coaching and training programme**, which provided training courses for the Canadian market, coaching and access to a dedicated SMEs Community.

### How to get support for your internationalisation journey?

The next call focused on Japanese market has already been launched and will be open till 14<sup>th</sup> December 2022. All information about the calls, application, and selection process can be found on the project website in [GET INVOLVED section](#).

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The European project F2F Health Matters is an internationalisation accelerator for innovative agri-food SMEs. It is driven by an alliance of five European clusters: [Wagralim \(Belgium\)](#), [Clusaga \(Spain\)](#), [Bioeconomy Cluster \(Slovakia\)](#), [InovCluster \(Portugal\)](#), and [Valorial \(France\)](#). It is funded by the [European Programme for the Competitiveness of Small and Medium-sized Enterprises \(COSME\)](#) within the framework of the [European Strategic Cluster Partnerships - Going International \(ESCP-4i\)](#).