



Canada



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Press Release:

Tech Nordic Advocates introduces Canada Market Access Programme

Canada has steadily carved a niche for itself as a thriving hub for entrepreneurship with a vibrant startup ecosystem that continues to experience remarkable growth. Its favourable business environment, coupled with a strong support system for startups, has positioned the country as a first choice for startup entrepreneurs looking to establish and scale their businesses. In addition, Canada has a concrete Women's Entrepreneurship Strategy launched in 2018, which aims to increase women-owned companies' access to the financing, networks and expertise they need to start up, scale and access new markets, supported by concrete initiatives.

Not many people are aware of the opportunities Canada can provide, especially in the start-up ecosystem. The collaboration between the Canadian Embassies in Scandinavia and Tech Nordic Advocates aims to not only promote the collaboration, but also highlight the advantages of using Canada as a springboard to the North American market.

The Canadian embassies and Tech Nordic Advocates – Northern Europe's largest tech startup ecosystem with headquarters in Copenhagen – have a long history of collaboration to highlight the unique opportunities Canada and the Canadian market can offer Nordic tech startups and scaleups. Numerous tech companies have already successfully expanded into Canada, including Signify and Corti to name a few, and we are confident that this collaboration will promote and support further success stories.

Christian Denter, Counsellor (Commercial) and Senior Trade Commissioner, at the Canadian Embassy to The Kingdom of Denmark states:

"The Nordics has a very rich tech ecosystem and through our collaboration with Tech Nordic Advocates, we are aware that similar to Canada, it contains a large degree of diversity. In this context, the collaboration we have entered into with Tech Nordic Advocates will deliver on two key priorities. The first being that to create the prerequisites for future growth and job creation, we must be able to attract innovative tech entrepreneurs. Secondly, in order to fully fuel the ecosystem, we also need to ensure a high level of diversity and inclusion, and level the playing field for under-represented and female entrepreneurs. This will result in an exponential growth of potential tech solutions, which are based on a much wider range of perspectives, experiences and abilities. I am very much looking forward to the collaboration and meeting the Nordic tech entrepreneurs."

Concretely, the collaboration means that tech entrepreneurs who participate in Tech Nordic Advocate's international accelerator and "[Canada Market Access Programme](#)" will receive advice, mentoring, be introduced to the country's tech ecosystem, have the opportunity to meet some of the key industry leaders as well as Canadian investors.

Jeanette Carlsson, CEO of Tech Nordic Advocates, says about the collaboration:

"Canada is a very interesting market for tech startups, as the government has put so much effort into creating the optimal conditions - including investments - for startups and especially startups with a diverse composition. The Canadian government is not doing this as a form of charity, but simply because they have realized that it is the prerequisite to gain access to the solutions that can tackle the future's big challenges with, among other things, demographic shifts, climate crisis and pressured health systems. At the same time, the innovative tech startups are the ones who will create the growth and job creation that the country will need in the future. We actually look with envy to Canada. It would be fantastic if the Nordic governments were just as forward-looking and ambitious about creating better conditions for tech entrepreneurs."



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Read more about the Canada Market Access Programme:

<https://www.technordicadvocates.org/what-we-offer/nordic-international-expansion/canada-market-access-programme/>

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More about Tech Nordic Advocates

Tech Nordic Advocates (TNA) is Northern Europe's largest (non-profit) tech entrepreneur ecosystem. Jeanette Carlsson is founder and CEO of TNA and Head of Global Tech Advocates, Europe. Jeanette Carlsson established TNA in 2015 in Denmark, from where it has expanded to also be represented in Finland, Sweden, Norway and the Baltics. Tech Nordic Advocates is the Nordic arm of Global Tech Advocates, the world's only global tech/startup ecosystem spanning over 30,000 tech leaders across 38 global tech hubs from Tech Bay Area Advocates in Silicon Valley, Tech Canada Advocates, UK, the Nordics, the Baltics, the rest of Europe, Southeast Asia, Australia and New Zealand.