

econext



Organizational Profile & Description of Products or Services to be Exported:

econext is a not-for-profit association of over 200 businesses involved in various aspects of the Blue and Green Economy in Newfoundland and Labrador, and throughout Atlantic Canada. econext contributes to environmentally sustainable economic development through the development of new enterprises; the growth of existing local enterprises; attraction of new enterprises to the region; and the creation of conditions for these activities to take place. The internationalization of firms from Atlantic Canada is a top priority for econext, and the association supports its members in exploring new, or expanding upon existing opportunities abroad, through its comprehensive suite of programs and supports.

Value Proposition:

econext has over 200 members whose products and services include: water and wastewater treatment; cleanup and remediation; waste management; renewable energy and energy efficiency; environmental protection, mitigation, and monitoring; education and training; and mapping and GIS. Given that Atlantic Canada and the Caribbean share many similar challenges and opportunities related to climate change and ocean environments, we believe that many of the solutions and capabilities developed in Atlantic Canada have the ability to support sustainable economic growth in the Caribbean, and vice-versa.

Export Experience:

Since 2014, econext has been actively engaged in supporting trade development with the Caribbean. Activities have included incoming delegations, provision of expert market intelligence through workshops and information sessions, the development of over 30 market-entry strategies for firms; and coordination of nine trade missions to the region. Barbados and the Eastern Caribbean have constituted a primary focus for these activities. econext members' experience in the Caribbean includes professional services, wastewater management and sewage treatment, oil spill response, marine surveys, education and training and digitization.

Caribbean Clients or Partners:

econext is actively exploring reciprocal memberships, strategic partnerships, and event opportunities in the region with like-minded associations, trade agencies and government departments.

Mission Objectives:

- Generate awareness amongst econext members of relevant conferences, opportunities, and contacts in the region and of how to best identify and pursue business in the region.
- Establish strategic relationships with business and trade associations and environmental organizations, particularly those who publish or share procurement and supply opportunities.
- Generate awareness within the Caribbean of members' capabilities and offerings and of econext as an effective entry point to accessing Atlantic Canadian environmental services and technologies; and
- Endorse and promote the concept of bilateral trade.