



MARKETING AND COMMUNICATIONS TIPS FOR CANADA



ABOUT	3
WORTH KNOWING	4
HOW TO MARKET YOUR COMPANY IN CANADA?	4
SHORTCUT TO NORTH AMERICA.....	5
GOOD CONDITIONS FOR SUCCESS	5
CANADA IS NOT USA.....	6
FRENCH & ENGLISH - RESPECT THE DUALITY	6
BIZ MENTALITY.....	7
TITLES	8
BUSINESS CARDS	8
MEETINGS.....	8
PRESENTATIONS	9
MANAGEMENT	10
THE MARKETING PROCESS	12
ABOUT BRANDING	12
TIPS TO CREATE A GREAT IDENTITY FOR YOUR BUSINESS	13
BRANDING STRATEGY	14
PROTECT YOUR BRAND	15
FIVE REASONS TO REGISTER YOUR TRADEMARK	15
TIPS FOR TAKING YOUR BRAND TO CANADA	16
BUSINESS INTELLIGENCE.....	17
BUT WHAT IS BUSINESS INTELLIGENCE (BI)?	18
WHY IS BUSINESS INTELLIGENCE IMPORTANT?	18
CANADA AND ITS MANY GEOGRAPHIC REGIONS.....	19
RESOURCES - USE YOUR NETWORK	20
THE ART OF STANDING OUT	20
DISTRIBUTION & SALES CHANNELS	21
MARKETING CHANNELS.....	22
SEO - SEARCH ENGINE OPTIMIZATION	23
TIPS TO READ	24
DON'T DO THIS	25
TIPS FROM CLUSTERS IN EUROPE	26



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INTonomous (Internationalisation for Autonomous Driving Actors) is a project that aims to create strategic European value chains that bring together innovative SMEs in the field of autonomous and connected vehicles and to develop them outside Europe. INTonomous is particularly aimed at markets in the United States, Canada and the United Arab Emirates. The strategic cluster partnership offers European and COSME countries SMEs and start-ups acceleration program and tailor-made missions for each target country.

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HOW TO MARKET YOUR COMPANY IN CANADA?

European companies have many reasons to expand to Canada. The local business culture is similar to our own in several ways, and Europe's areas of expertise fit in well with Canada's modern industries.

Canada and Europe's good relations are based, among other things, on several common values in diversity and sustainability. This has led to many productive collaborations in technology and innovation.

Business culture in Canada is a blend of American, British, and French tendencies; that is, practices vary depending on the region. Most Canadians identify themselves very strongly with their province. Respect for opinions, equality, diversity and justice are, however, the values governing the business environment.

FACTS & WORTH KNOWING ABOUT CANADA

- » **Canada's motto is the Latin phrase "A Mari Usque Ad Mare" which is translated as "From Sea to Sea"**
- » **The official languages are English and French.**
- » **The capital is Ottawa; the largest city – Toronto.**
- » **The population is approximately 37 million.**

SHORTCUT TO NORTH AMERICA

Canada is the world's tenth largest economy, and most of the country's 37 million people live no more than 200 km from the US border. Canada's business culture is similar to Europe's in many ways, and it facilitates business agreements in all areas. At the same time, Canada has a lot in common with the United States, and that makes the country an excellent test market for North America.

Europe's solutions and products are appreciated for their high quality and innovation, and they usually get a lot of attention in the Canadian market. Europe as a brand simply has a good reputation and can open many doors.

GOOD CONDITIONS FOR SUCCESS

Canada has a stable economy and there are no major obstacles for foreign companies wanting to establish themselves here. Since September 2017, it has become even easier for European companies to invest in Canada thanks to CETA, the free trade agreement between Europe and Canada. CETA has led to the disappearance of customs duties almost completely and it has also opened up public procurement contracts at all levels.

It can be both challenging, exciting and a little scary to enter a new market. Through this guide, we hope to guide you in the right direction.

Establishing oneself to another continent requires a lot of courage. Success is far from a given and can only be achieved through incredibly hard work and detailed planning. The most important thing of all is to develop a comprehensive understanding of how the new market works. We know from experience that this makes all the difference when evaluating the project's results and future investment.

CANADA IS NOT USA

It is important to note the differences between Canadians and Americans. The differences between the two nations are many. It is rather common to treat the markets in the same way - but please don't. Canada has a prime minister, USA has a president. Canada has provinces, and USA has States. The government is a constitutional monarchy, and the Queen of England is also queen of Canada.

The Canadians are grateful to get questions and they appraise the efforts you do to get to know the country.¹

FRENCH & ENGLISH - RESPECT THE DUALITY

English and French are the two official languages of Canada. It is in Quebec that the majority of the French-speaking population lives. However, there are Francophones throughout the country.



Product labeling must be done in both languages of the country, it is required by law. When it comes to product manuals, safety materials and more, there are other rules that apply.

French is the primary spoken language in Quebec (and this is the second most populous province).

If you want to do business in the province of Quebec, it is important for companies to follow the existing language laws. Use the French language in materials, as well as in meetings with people in the workplace.¹

BIZ MENTALITY

Depending on the region in Canada, there are differences in corporate culture²:

- » **Make sure you are prepared for which region you are going to visit, so that you get an idea of the business structure there.**
- » **It is expected that you are prepared for a meeting. It is also appreciated!**
- » **It is perfectly okay to be direct in your business communication. Keep the tone short and concise, and do not embroider the conversation. Be as open and transparent as possible!**
- » **Respect all the people you meet. Business title, rank and status do not matter in how you address people you meet.**
- » **Decisions are usually made when all the facts are presented.**
- » **Business hours are generally 9:00 to 17:00, Monday to Friday and companies often prefer meetings in the morning instead of late afternoon.**

TITLES

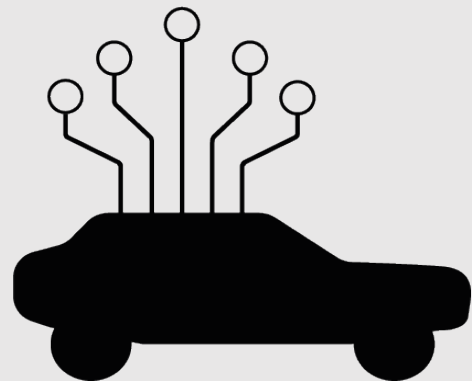
It is important to use academic titles in a new acquaintance. It is especially important to use 'Monsieur' or 'Madame' in Quebec. You are often prompted to use first names fairly quickly. Get in the habit of using Mr or Mrs for a start until you hear something else.³

BUSINESS CARDS

It is quite informal to use business cards in Canada. Make sure your business card is bilingual, so that you address both English and French speakers in a pleasant way.

MEETINGS

- » Small talk is not necessary at meetings' start, but quite nice for a few minutes or so. However, there are regions, for example in Quebec, where more time is spent on creating good relations.
- » It is common for meetings to follow schedules and be well planned. They are usually relaxed and informal, even if the conversations are serious. Meetings where Anglophones participate are usually more engaged and democratic.
- » In meetings where francophones participate, the focus can revolve around the highest hierarchical positions.
- » In Canadian companies where the meetings are to communicate decisions, or brainstorm ideas, review proposals and set up plans, it is common for everyone's opinions to be highlighted and for everyone to have a say.³



PRESENTATIONS

- » It is important to have all the facts and figures clear when presenting statements and promises.
- » In Canada, people are generally very logical and rational in their way of thinking and are seldom guided by emotions and passion.
- » Be clear with your topic and keep presentations short and focused. Avoid being extravagant and vague.³



It is important that the presentations are clear and concise and filled with supporting facts and figures. It is also important to be prepared and not overdo the capabilities that the company possesses. If your offer is good, a positive response will come soon. This often applies to handshakes and written agreements when agreements are concluded. Terms are usually stated in writing and it is common to sign a contract.⁴

³ <https://www.commisceo-global.com/resources/country-guides/canada-guide#c6>

⁴ https://santandertrade.com/en/portal/establish-overseas/canada/business-practices?url_de_la_page=%2Fen%2Fportal%2Festablish-overseas%2Fcanada%2Fbusiness-practices&&actualiser_id_banque=oui&id_banque=0&memoriser_choix=memoriser

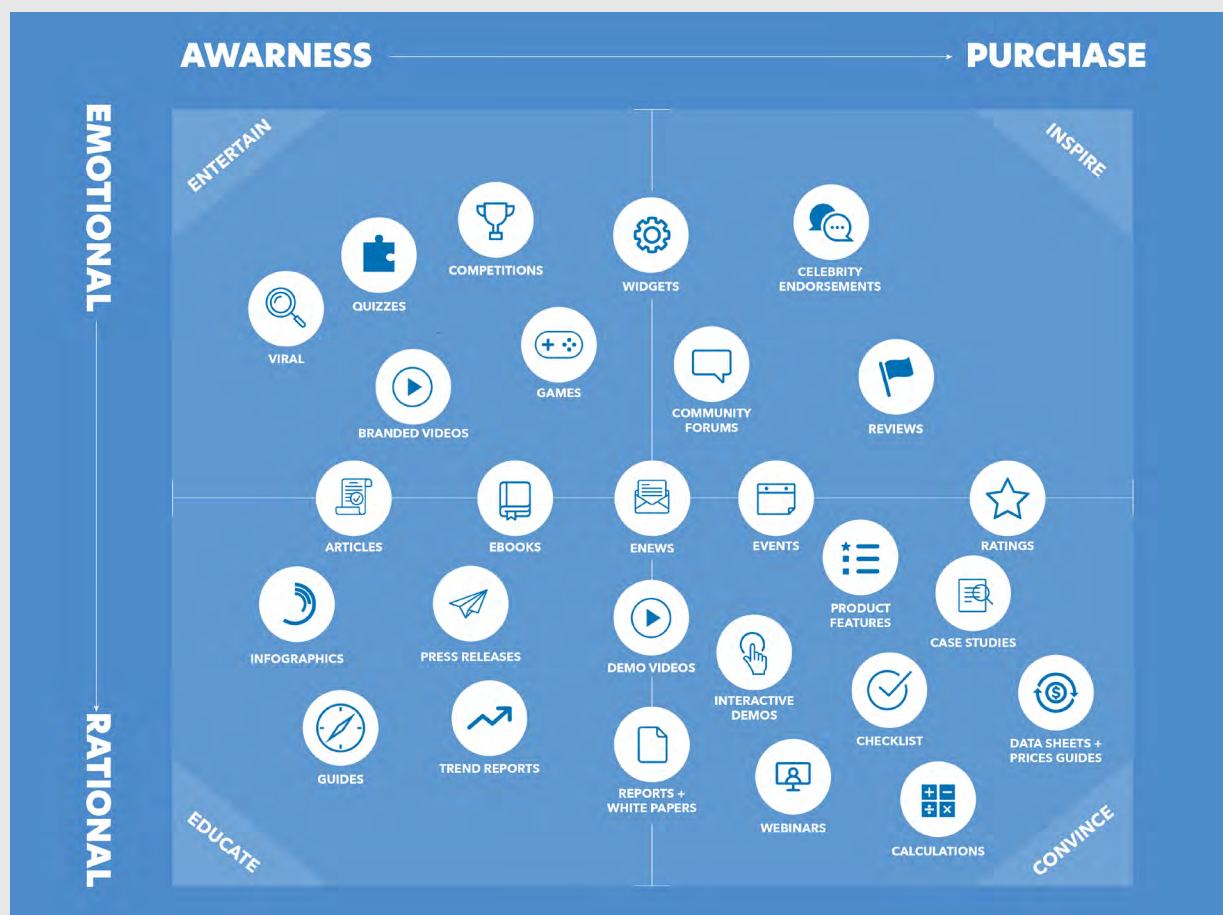
MANAGEMENT

- » In an organization, it is important for the manager to highlight diversity in many ways. Respect between individuals is important and in leadership a good tone and attitude towards employees is expected.
- » Hierarchical ranking within companies is not very common, and employees are encouraged to participate in decision-making processes by expressing their ideas, making suggestions and being involved.
- » Employees who possess specialist competence are highly valued and managers are happy to highlight their knowledge.
- » Long-term thinking is rewarded in business planning, and when the need for change is addressed, it is received positively.³

Read more about Canadian management culture [here](#).



This diagram⁵ shows several ways to enter a market. Try to find a method that suits you and your business, although it can be tempting to try all the different marketing channels at once. You can find out what gives the best effect by going through some methods that you think fit your company's profile. Your communication strategy will create a coherence if you use the emotionally rational axis and the consciousness-buying axis as a reference when making your decisions.





ABOUT BRANDING

Of course, it is important to brand your business in all parts of the world. Without thinking about how your company will be perceived, talked about and - yes - potentially even criticized in your chosen market, you will lose momentum and risk lagging behind your competitors. In the North American market, undoubtedly the region in the world where branding and image building play the most important role in a company's success, it has always been extra important to consider these issues. If you want to successfully run a small business in Canada, then building trust is a must!

Further, branding creates a unique image for your small business that distinguishes you from the rest of your competitors. With effective branding techniques, creating brand awareness, conveying your brand message, and improving your reputation becomes a piece of cake!

TIPS TO CREATE A GREAT IDENTITY FOR YOUR BUSINESS:

- » Find out the interest of your stakeholders.
 - » Make an analysis of your competitors' brand strategies.
 - » Your brand needs to use the right tone.
 - » Show off your brand with the right visual identity when it comes to logos, colors, typography and anything else that presents the focus of your business.
 - » The content you create should be unique, for example when it comes to social media, videos, blogs and podcasts.
 - » Be consistent when upgrading your identity.
 - » Giving a product a review from the subconscious usually takes 90 seconds, according to statistical facts. If the brand identity is attractive, you can speed up the process of capturing customers' interest.⁶
-

It is better to be transparent about your products and services than to complicate your brand in an unnatural way. Do something that your competitor failed to do instead of copying the same techniques. If you find it difficult to maintain both your brand and your core business, then hire a professional team that can take care of your branding activities.

Do not complicate things. Be transparent in your way of telling about your services and products.

Do not copy your competitors' strategies, do something unique and unique instead.

There are professionals in branding and visual identity. If you want to focus on your core business, be sure to hire teams that are good at that business part of your business.

BRANDING STRATEGY

Research clearly shows that companies that have invested in creating reputable brands tend to provide higher profits and sales. Enormous competitive advantage can be gained by investing time and effort to build a brand.⁷

- » Market research - make an effective one!
- » Unique value proposition - keep your focus right
- » The brand - let it convey a clear message
- » Emotional connection always wins
- » Consistent communication over time



PROTECT YOUR BRAND

Protecting your brand and the products and services it stands for, is critical to your future sales. Your trademark is an important part of your brand, and registering it gives you the exclusive right to use it to sell your products and services.

Trademarks include letters, words, logos, product and service names, slogans and more. If you do not protect your trademark, a competitor could use it or something similar, which could confuse your customers.

FIVE REASONS TO REGISTER YOUR TRADEMARK:

- » It shows that the trademark is yours.
- » It gives you exclusive rights to use the trademark across Canada for 10 years (and you can renew that indefinitely).
- » It stops others from using a confusingly similar trademark.
- » It allows you to flag infringements by others.
- » It helps you license your trademark, which you can use to make money and increase your brand's popularity.

The Canadian Intellectual Property Office (CIPO) is a special operating agency of [Innovation, Science and Economic Development Canada](#). They deliver intellectual property (IP) services in Canada and educate Canadians on how to use IP more effectively.⁸



TIPS FOR TAKING YOUR BRAND TO CANADA

Figuring out how to stand out in a new market such as this, is critical and largely depends on the thought and consideration you put into navigating this space. The key is to recognize cultural differences and plan for them. Here's how:

- » Study the basics: demonstrate intellectual curiosity.
- » Familiarize yourself with the media.
- » Define your goals and tactics: Plan for both the long term and the short term. Your marketing plan should be comprehensive and involve everything from target audience, social media, stakeholder generation and more.
- » Raise awareness: Be consistent in informing your existing and new stakeholders such as customers, journalists and others about your corporate news to drive and increase awareness of your brand..
- » Join the national conversation: Be active on social media and make sure to participate in discussion forums so that you show your interest in what Canadians talk about and are interested in.
- » Track your results: Stay up to date and make sure you have knowledge of the most current and latest marketing tools so that you can adjust your efforts in the best way..⁹



BUSINESS INTELLIGENCE

It is very important for a company to know how the company is perceived from the outside. It is also very important to know what the large field looks like, and how it behaves. Who are your competitors? What are they doing? How do they stand out? What is new and trendy? What are the needs and challenges? Is there anything that is not done?

How does your company compare to everyone else? Make sure you identify the answers to these important questions regularly. Take part in and read current news on social media and make sure that you do a good analysis of the world around you continuously. In this way, you can both protect your company, but also keep track of a market that is constantly changing.

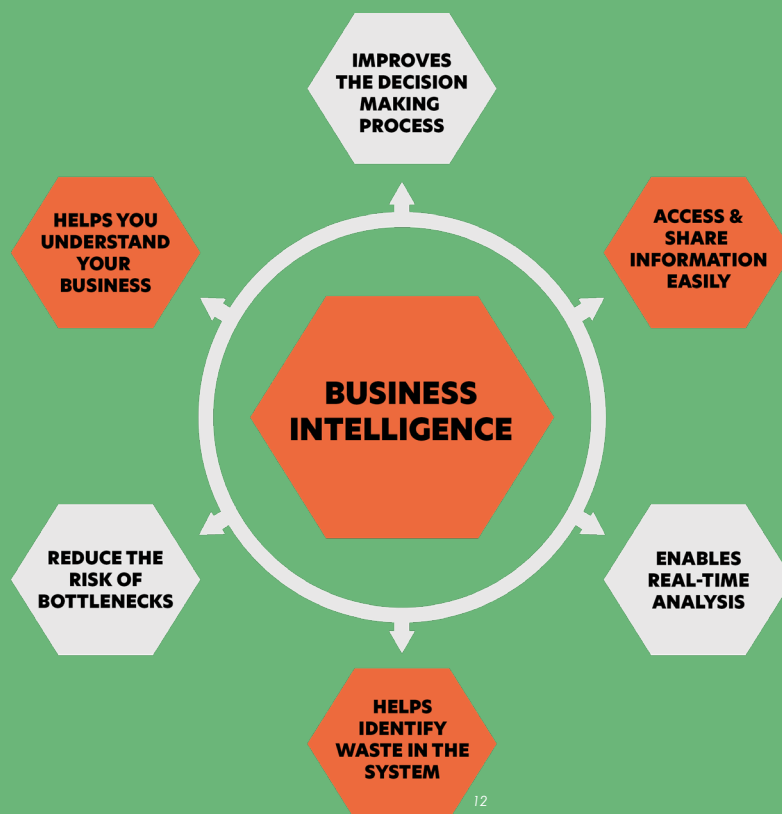
Make sure to keep an eye on companies, startups, manufacturers, laws, policies, local urban planning committees and other stakeholders. You do not have to do what they do, but it is important for you to have an insight to be able to better understand the market and decide where you yourself should be in this field. It is also important to keep track of sociopolitical developments and public discussions.¹⁰

BUT WHAT IS BUSINESS INTELLIGENCE (BI)?

Literally, business intelligence means being more intelligent about your business. Business intelligence, (abbreviated BI), is a collective term for skills, processes, methods, techniques and computer-based tools, for organizations to better understand their business or their business area through the collection of external monitoring and external analysis.¹⁰

WHY IS BUSINESS INTELLIGENCE IMPORTANT?

Business Intelligence can help companies make better decisions by displaying current and historical data within the current business contexts. Analysts can use BI to provide benchmarks for results and competitors so that the organization can be run in a smoother and more efficient way. It will also be easier for analysts to spot trends to increase sales or revenue. When used effectively, the right data can help with everything from compliance to hiring processes.¹¹



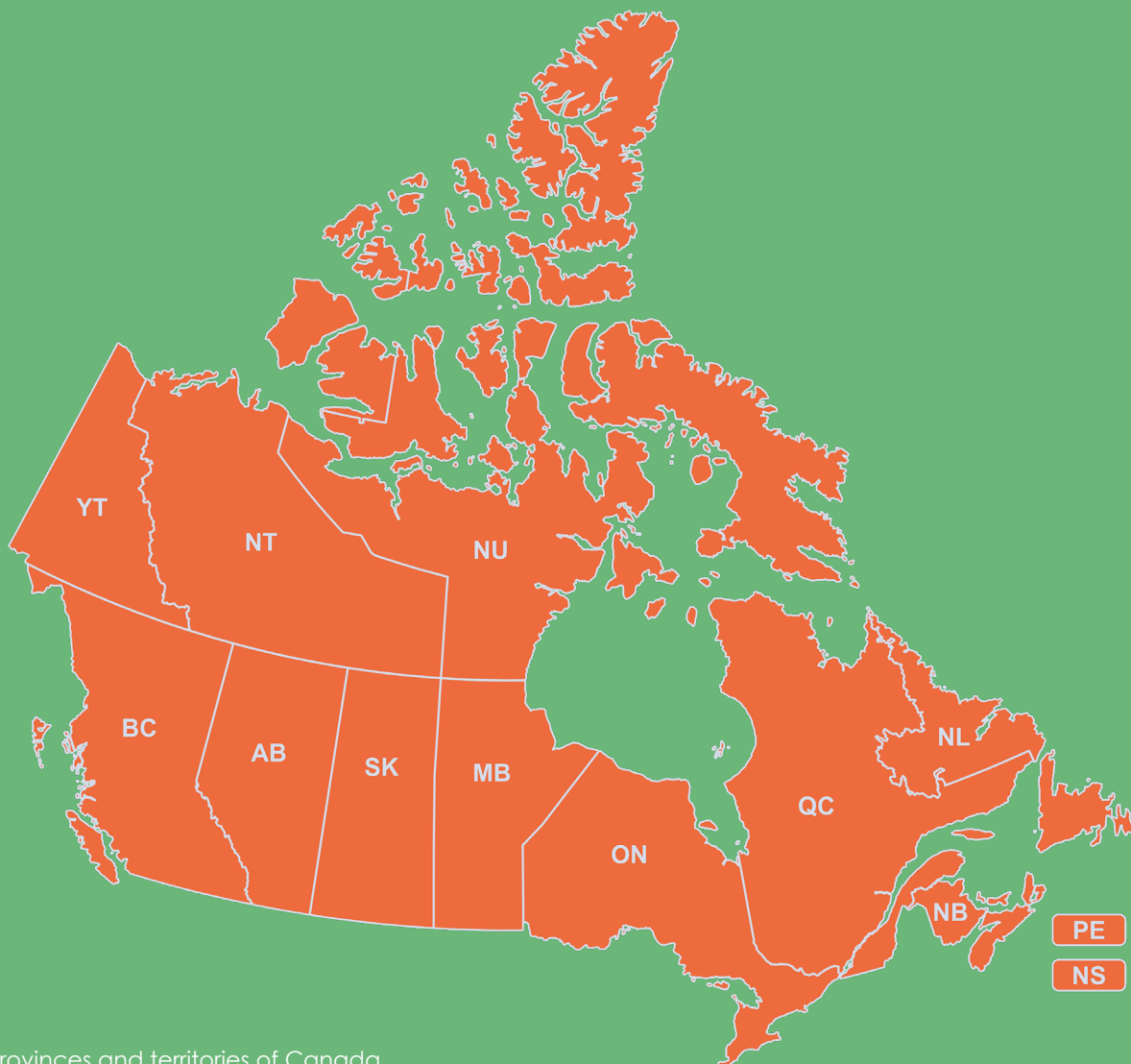
¹⁰ https://sv.wikipedia.org/wiki/Business_intelligence

¹¹ <https://www.tableau.com/sv-se/learn/articles/business-intelligence>

¹² Dolci, 2018, MobiGoln-Action Webinar: "The US market segmentation for Smart Mobility"

CANADA AND ITS MANY GEOGRAPHIC REGIONS

It is important, as we mentioned earlier, to be aware of the different regions of Canada. There may be different "rules" that are good to know, and sometimes quite crucial for whether it will be business or not. Analyzes that you do yourself can show both potential, gaps, and new opportunities for business and collaboration. Your competitors may not have discovered the potential you have yet, so be sure to stay one step ahead!



Provinces and territories of Canada

RESOURCES - USE YOUR NETWORK

Be sure to use ALL the contacts you can when you want to expand your business. Investors, local authorities, press and media, friends and other contacts in various industries and areas can be used. They can give you a great advantage! Combine your efforts and coordinate them in a smart way. It is important to note that these types of networks should not be underestimated - they can add a huge extra value to your business.

Synergies between you and your network of contacts can be built quickly and have a quick effect. It is important to see the network as a win-win with exchange in both directions, it is important that all parties get something good out of a collaboration or exchange of partnership. Keep in mind that there are almost as many different partnerships and exchanges as there are people - all with unique values. Sometimes there are project investments and incentives to take part in. It's just a matter of finding them! Sometimes even these organizations may receive government funding to encourage increased innovation and growth in the region. Make sure you have contact with organizations that know your industry and / or are active in them. Keep in touch with the local and public sector - they can often guide you in the right direction. Keep your Eyes open!

THE ART OF STANDING OUT

European companies often stand out in the rest of the world and often benefit from their "European" tonality with a fine-tuned business culture, smart ideas for solutions and have a very high standard when it comes to language. Europeans both speak and write good English, which is appreciated in North America, for example. Feel free to use the good USP (Unique Selling Proposition) that Europe stands for, use it positively instead of seeing Europe as an obstacle - make sure to turn it into a positive competitive advantage instead.

DISTRIBUTION & SALES CHANNELS

There are plenty of different methods and various ways of bringing your product to Canada. How products reach their final destination can vary and it may be worth reading a bit about how the distribution network and distribution centers work.¹³

- » Agents- wholesalers, exclusive distributors, or manufacturers' sales subsidiaries. The options vary. Agents tend to work on a two-tier commission basis. It is often possible to use agents to call on potential customers to develop the market
- » Office establishment. Representative office or branch offices? public or private company? Sole proprietorship or partnership? There are plenty of ways to do it.
- » Franchising. Did you know that Canada has the 2nd largest franchise industry in the world? It is true and it is a low risk method of exporting but requires a long-term commitment.
- » Direct marketing can be very effective in reaching the right audience if you are placing your advertising right.
- » Joint venture & Licensing. Make sure to check out the legal system which imposes few restrictions.
- » Express delivery. Canada has a great volume of trade each day which means that the providers are both experienced and reliable.
- » Due diligence, is a work process and method for collecting and analyzing information about a company prior to a company acquisition or other strategic changes. It is worth mentioning that business ethics are high in Canada.



MARKETING CHANNELS

Social media is both simple and effective and helps you get a lot of attention. It's a common fact that channels like Facebook, Instagram, Twitter, or LinkedIn actually can make it or break it for any business. It doesn't really matter if it is big or small. Number of social media users in Canada 31,76 million users (Aug 25, 2021) and the social media penetration is 83, 42%!

Social media plays a big role in your marketing strategy, just like in Europe. Twitter has a stronger market position in North America compared to most countries in Europe. Facebook is the leading social media website in Canada though.

Create a communication plan that guides you in how and when to market yourself online. Be sure to continually evaluate your efforts and do not be afraid to change your contributions.

LinkedIn is also great and is a good tool for participating in dialogues, as well as strengthening your brand in properly selected groups. The business aspects can be clearly highlighted on LinkedIn, the platform is full of professionals.

Marketing campaigns, advertisements and media are also very useful in your efforts to present your company. Being represented at exhibitions, fairs and conferences can also be good, here you meet both customers, partners and competitors. Your way of communicating is determined by your budget, skills and direction where you want to go. After a while, you can evaluate how it goes and then change and refine.

SEO - SEARCH ENGINE OPTIMIZATION

SEO is a collective name for the various methods and techniques used to make a website in an organic way, in contrast to paid search engine marketing, appear as high as possible on as many lucrative keywords as possible among search engine results. It is important to spend some time improving the quality and quantity of your business SEO, as a part of your Internet strategy.

Hiring a local communications agency in Canada can be smart. They have a good knowledge of the market and may have a network of key players that you want to get closer to. You can use their relationships with, for example, the media, various sectors and industries as a strategic advantage to get faster in your investment.



Tips to read about marketing in Canada

Starting a business:

[The steps to consider before operating a business in Canada](#)

Grow your business with confidence:

[EDC helps you out and takes the risk](#)

How to market on LinkedIn:

[Best tips to engage your audience and grow your business](#)

Go global:

[Tips For Taking Your Brand Global, Starting With Canada](#)

Canadian culture:

[Guide to Canadian Culture, Business Practices & Etiquette](#)

Marketing strategies:

[7 Key Marketing Strategies for Technology Companies](#)

Social media:

[Social media usage in Canada – Statistics & Facts](#)

Small business marketing:

[Top 100 Ways To Market Your Small Business In Canada](#)

Marketing plan:

[A 5-step, no-nonsense marketing plan](#)

Resources for small businesses:

[15 Best Resources All Small Business Owners In Canada Must Tap!](#)

It is great if you have good self-confidence when it comes to launching your business in the North American market. But do not be too supportive, because it can turn out to be negative.

1. The uniqueness of your own product - do not overestimate it

Be humble in the face of new market conditions, even if you are confident in your product.

2. Your marketing budget - do not underestimate it

Be realistic in your calculations, and be patient. Namely, it is both tough, difficult and expensive to launch your product in other markets.

3. North America is not a homogeneous market

It is important to see the differences between the United States and Canada. Business cultures differ within the regions and countries.

4. Make sure your channels are not misunderstood

Your choice of marketing channels for your product / service is more important than you might think - do your homework and choose the right one for your business. A proper target group analysis must be done and then you can create your strategies.

5. USP - your Unique Selling Proposition does not need to be overfocused

Your unique product / service may well have a strong competitive advantage in that it is European - but it is not everything. You must ensure that you deliver quickly, and that ecosystems are integrated into the market. At the same time, you need to be convinced of the technical superiority that your company possesses. Everything is connected, but make sure to keep the focus right!

Presented by NextMove, Media Evolution, BWCON, Torino Wireless, Autoklastr and Zone Cluster.

“With every experience, you alone are painting your own canvas, thought by thought, choice by choice.”

Oprah Winfrey, Entrepreneur, Producer and Philanthropist

“The aim of marketing is to know and understand the customer so well the product or service fits him or her and sells itself.”

**is a valid and famous quote by the father of management thinking:
Peter F Drucker**

Here is also some advice and guidance from some of the clusters in Europe that can hopefully guide you further in your international venture.



“Innovation and cooperation are key drivers to enter the North-American mobility market, but a sound preparation of your meetings with potential partners is just crucial.”

Presented by

Marc Charlet, General Manager at NextMove



“It is of immense significance to think bravely when developing your business and innovation in a new market. Using stable platforms, networks and contacts in combination with curiosity and competitive instinct - will open your mind, your view of the world as well as your future company.”

Presented by

Magnus Thure Nilsson, CEO at Media Evolution

“Get to know the market you are entering with the support of strategic players from that ecosystem helps you to identify quicker challenges and opportunities for your company!”

Presented by

Valentina Grillea, Head of Scouting and Matchmaking at BWCON



“As an automotive cluster, we recommend finding and contacting the most related cluster to your business in the target country / region. We have learned that the excellent local cluster organizations can provide you with best contacts and arrange meetings with the competent people in the right place in a short time. Feel free to contact the cluster organizations”.

Presented by

Adam Priechodský, project manager at Autoklastr.



“To be successful in a foreign market, your solution or product has to add value: have something unique that differentiates it from the rest, so the definition of your Value Proposition and its effective communication are key for opening the doors at a global level”

Presented by

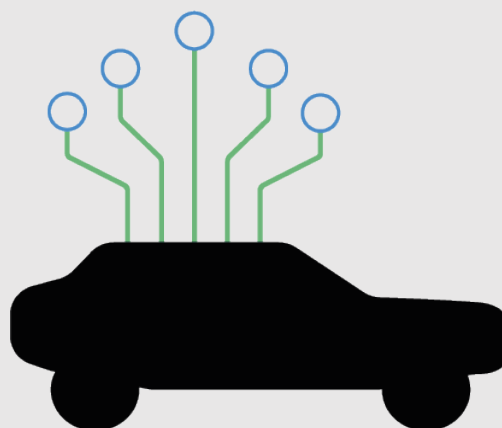
Laura Morgagni – CEO at Fondazione Torino Wireless

“As a small company, it is highly important to understand the local ecosystem and the business culture when entering a new market. Building new connections and trust with key players can significantly improve the success of your business idea.”

Presented by

Brigitta Balassi-Molnár,

Business Creation Project Manager at Zone Cluster



INTonomous PROJECT PARTNERS

The objective of the project INTonomous is to create strategic European value chains that bring together innovative SMEs in the field of autonomous and connected vehicles and to develop them outside Europe. INTonomous is particularly aimed at markets in the United States, Canada and the United Arab Emirates. We will offer European and COSME countries SMEs and start-ups acceleration program and tailor-made missions for each target country.



AUTOKLASTR

Autoklastr

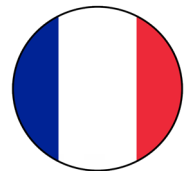
Together in Automotive! The Moravian-Silesian Automotive Cluster from Czech Republic supports innovation and increase the competitiveness and export capacity of interconnected companies, entrepreneurs and institutions. Autoklastr strives to build a common identity of companies in the cluster and wants to establish trust and positive attitudes towards the automotive industry and the entire region.



collaboration is the driver

NextMove

Collaboration is the driver! NextMove (former Mov'eo) is a French Automotive & Mobility Cluster that brings together 600+ members, including French automotive players: world class companies, SMEs and research organizations in order to generate collaborative projects, to create innovations and to develop research activities on its territories.



baden
württemberg:
connected

BWCON

Turning Ideas into Business! Baden-Württemberg: Connected e.V. (bwcon) is a business initiative for the promotion of the high-tech sectors in the region and Europe. 600+ members (amongst companies and research institutions) from energy, health care, manufacturing, mobility and creative industries sectors with a strong technology oriented (ICT, Artificial Intelligence, Blockchain, Cloud Computing) scope. We offer business support, access to finance, link to the most active investors and VC, strategy and access to international markets.



ZONE CLUSTER
NONPROFIT LTD.

Zone Cluster

The Connected and Automated Mobility Cluster of Zala was established by leading Hungarian infocommunication technology, electronics, UTM aviation, and automotive companies, with the goal of institutionally connecting research, development and innovation capacities in the field of intelligent transport systems. The cluster aims to become a significant European professional base for the future mobility solutions and infrastructure developments.



torinowireless
ICT e Innovazione in Piemonte

Torino Wireless

The regional and Italian innovation Network! Fondazione Torino Wireless contributes to competitiveness by accelerating organizations that use technologies as a strategic development factor and supporting institutions in planning and managing innovation. It coordinates 2 clusters with an in-depth knowledge of the ICT sector and its different application domains (mobility, smart cities, automotive, etc.).



Media Evolution

A community platform that fosters innovation and growth within the digital industries of southern Sweden, through collaborating, sharing ideas & knowledge. Media Evolution runs co-workingspace in Malmö, The Conference: exploring complexity in the digital era through multidisciplinary perspectives. Involved in international projects worldwide.





MARKETING AND COMMUNICATIONS TIPS FOR CANADA

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