

Communicating on the CETA agreement

Overview of outputs – September 2020

Guides and reports



- ✓ *Target audience: European companies, EU public authorities and business services*
- ✓ *Content: in-depth analysis and information about different sectors of the Canadian market*
- ✓ *Dissemination: free access online*

- [EU Practical guide on Geographical Indications](#)
- [EU Export Guide for Alternatives to Methyl Bromide](#)
- [EU Practical guide on Procurement](#)
- [EU Practical guide on Procurement with a focus on Provinces](#)
- [Themed report on services](#)
- Themed report on IPR – expected November 2020
- Themed report on labour mobility – expected November 2020
- Market access entry guide on CleanTech – expected October 2020
- Market access entry guide on Agriculture and food – expected October 2020
- Market access entry guide on ICT – expected October 2020
- Market access entry guide on textiles, footwear and fashion – expected December 2020

Articles



- ✓ *Target audience: European companies, Chambers of Commerce*
- ✓ *Content: brief sectoral overview*
- ✓ *Dissemination: through newsletters, CETA-specific websites, Chambers of Commerce...*

- [CETA and the agrifood sector](#) (dated 2017)
- [CETA and the Canadian healthcare sector](#) (dated 2017)
- [CETA and ICT industries](#) (dated 2018)
- [CETA and Manufacturing](#) (dated 2019)
- [CETA and Creative and cultural industries](#) (dated 2020)
- CETA and Industry 4.0 and IoT – expected Q4 2020
- CETA and Organic foods – expected Q4 2020
- CETA and Energy efficiency – expected Q4 2020
- CETA and Green energy – expected 2021.

Videos



- ✓ *Target audience: European SMEs*
- ✓ *Content: CETA success stories*
- ✓ *Dissemination: Chambers of Commerce, social media, business gatherings etc*

- AT: [Fronius](#)
- FR: [LinkByNet](#)
- FR: [Sabella](#)
- FR: [Alpha RLH](#)

- FR: [Hy2Gen](#)
- CZ: [Hedviga and BBL Canada](#)
- LT: [ViaSolis](#)
- DE: [OKIT](#)
- NL: [Spotzi](#)
- ES: Espuna – expected when filming can resume
- HU: Tokaj wines – expected when filming can resume
- Canada/Montréal: [CETA success stories in Montreal](#) (in FR)
- Canada/Toronto: [CETA success stories in Toronto](#)
- Canada/Vancouver: [CETA success stories in Vancouver](#)

Webinars

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- ✓ *Target audience: European or Canadian companies interested in gaining market access through CETA*
 - ✓ *Content: zoom into a specific subject with possibility to ask questions live*
 - ✓ *Dissemination: live webinar and replay on the EU Delegation's YouTube account*

- For a European audience
 - [How to Export to Canada and Benefit from CETA](#)
 - [How to Find a Business Partner in Canada](#)
 - CETA Rules of Origin – expected November 2020
- For a Canadian audience
 - [Le fonctionnement de l'Union européenne, le marché unique européen et l'AECG](#)
 - [The inner workings of the EU, its single market and CETA](#)
 - Podcast by CGAI on [Two Years of CETA and Beyond](#)

Social media

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- ✓ *Target audience: community managers in European embassies, business services and Chamber of Commerce in Canada*
 - ✓ *Content: quick facts and figures about CETA*
 - ✓ *Dissemination: through Twitter and LinkedIn*

- Regular batches of tweets and associated visuals (available on demand)
- LinkedIn posts