

# International Soft Landing Program



## Purpose

Spark Centre's International Soft Landing Program, **Touchdown**, is focused on providing international companies from the tech and innovative space the opportunity to learn about doing business in Canada. Participants in the program will receive exposure to key areas including Marketing, Sales, Legal, Intellectual Property, Financial and Human Resources. Spark Centre is committed to providing the knowledge, connections and assets necessary for international companies to establish their business in Canada.



## About Spark Centre

Spark Centre began operations in 2010, focusing on earlier stage and pre-revenue technology start-up companies. The centre has advised over 700 companies in all facets of business, and has 19 professionals focused on helping clients achieve scalable revenue and long term success. Spark clients range in focus and include wearable technology, clean tech, health tech, software and invention. Learn more at [www.sparkcentre.org](http://www.sparkcentre.org)



# One Week Program

Intensive 5-day program all about starting a company in Canada. During the week participants will learn and interact with experts in legal, finance, immigration, human resources, sales and marketing. Participants will leave with the knowledge to begin their international expansion plan to Canada.

## Day One

- Doing Business in Canada
- Setting Up a Business in Canada
- Immigration and Foreign Resident Topics

## Day Two (Workshop)

- Legally Establishing Your Business
- Accounting for Your Business
- Regulatory and Compliance Overview

## Day Three (Workshop)

- Marketing Your Business
- Selling to the Canadian Marketplace
- Orientation to Canadian Buying Habits

## Day Four (Workshop)

- Human Resources for your Business
- Networking with Local Companies

## Day Five

- Familiarization (FAM) Tour of Durham Region

**Method of Access:**

Online Application

**Duration:**

5 Days

**Location:**

Durham Region, Ontario

For more information, please contact Amanda Reynolds at [areynolds@sparkcentre.org](mailto:areynolds@sparkcentre.org)