

Project Total
44,000.00

Level of Support
50.00

Contribution Amount Total
22,000.00

Fiscal Year 1 *
FY 24-25

FY 1 Contribution Amount
22,000.00

Fiscal Year 2 *
FY 25-26

FY 2 Contribution Amount
0.00

Target Markets

Country 

Qatar

Saudi Arabia

Eligible Activities

Name 	Target Market	Destination	Description
Category A: Travel	Saudi Arabia		Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 5 nuits pour les rencontres avec les contacts identifiés et les salons professionnels -
Category A: Travel	Qatar		Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 5 nuits pour les rencontres avec les contacts identifiés et les salons professionnels -

Category A: Travel	Saudi Arabia	United Arab Emirates	Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 3 nuits pour le salon CABSAT
Category A: Travel	Saudi Arabia	United Arab Emirates	Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 3 nuits pour le salon CABSAT
Category A: Travel	Qatar		Chambres d'hôtels pour 2x 3 nuits pour rencontre futures clients
Category A: Travel	Qatar	Netherlands	Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 3 nuits pour le salon IBC
Category B: Trade Show	Saudi Arabia	United Arab Emirates	Couts de 2 participants au salon Integrate Middle East à Dubai pour rencontrer les clients potentiels de l'Arabie Saoudite
Category B: Trade Show	Saudi Arabia	United Arab Emirates	Couts de 2 participants au salon CABSAT à Dubai pour rencontrer les clients potentiels de l'Arabie Saoudite
Category B: Trade Show	Qatar	Netherlands	Couts de 2 participants au salon IBC à Amsterdam pour rencontrer les clients potentiels du Qatar

Questions Page 1

Provide details of actual activities conducted, measured against the planned activities as outlined in your Contribution Agreement. Describe details for the entire duration of the project by providing information on:

- Names and titles of Canadian company representatives who travelled as part of the project
- Full name of international trade events attended. Include website, dates and locations of each event
- Include the target market in the description of each activity
- How and why the planned activities may have changed over the course of the project

Activity Completed/Underway?	Activity Type Completed 	Description	Activity Completed/Underway?	Details of Actual Activity	Estimate % Spent on Category
Category A: Travel	Category A: Travel	Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 5 nuits pour les rencontres avec les contacts identifiés et les salons professionnels - First	Yes	Expenses: Flights and accommodation were covered for one representative instead of two, optimizing resources while ensuring key business meetings took place.	30

Category A: Travel	Category A: Travel	Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 5 nuits pour les rencontres avec les contacts identifiés et les salons professionnels	Yes	Identified Contacts (Date January/Feb 2024) Due to business opportunities and client availability, we adjusted the originally planned dates to better align with key stakeholders' schedules.	20
Category A: Travel	Category A: Travel	Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 3 nuits pour le salon Integrate Middle East	Yes	reinforcing our expertise in real-time data solutions for major broadcasts. Project Execution Logistics Travel Expenses: Flights and accommodation were covered for one representative instead of two, optimizing resources while ensuring key business meetings took place.	0
Category A: Travel	Category A: Travel	Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 3 nuits pour le salon CABSAT	Yes	Our visit to the show was canceled at the last minute due to workload constraints, as we needed to finalize a	30
Category A: Travel	Category A: Travel	Chambres d'hôtels pour 2x 3 nuits pour rencontre futures clients	Yes	Website: www.cabsat.com Dates: May 16–18, 2023 Location: Dubai World Trade Centre, UAE Target Market: Middle Eastern broadcast and media industry Activities: Attended meetings with broadcasters, media organizations, and technology partners to explore market expansion opportunities and potential collaborations.	0

Category A: Travel	Category A: Travel	Billets d'avions pour 2 personnes et chambres d'hôtels pour 2x 3 nuits pour le salon IBC	Yes		20
				IBC 2023 (International Broadcasting Convention) Website: www.ibc.org Dates: September 15–18, 2023 Location: RAI Amsterdam, Netherlands Target Market: Global broadcast and media technology sector Activities: Participated in networking events, product showcases, and strategic meetings to introduce Astucemedia's solutions and discuss potential business partnerships. We did a demo of our products and services	
Category B: Trade Show	Category B: Trade Show	Couts de 2 participants au salon Integrate Middle East a Dubai pour rencontrer les clients potentiels de l'Arabie Saoudite	Yes	Our visit to the show was canceled at the last minute due to workload constraints, as we needed to finalize a Statement of Work (SOW) for an upcoming project	0
Category B: Trade Show	Category B: Trade Show	Couts de 2 participants au salon CABSAT a Dubai pour rencontrer les clients potentiels de l'Arabie Saoudite	Yes	We got free access to the event / show (through our collaborations)	0
Category B: Trade Show	Category B: Trade Show	Couts de 2 participants au salon IBC a Amsterdam pour rencontrer les clients potentiels du Qatar	Yes	We got free access to the event / show (through our collaboration)	0

Complete the table below to demonstrate the success of the project in terms of meeting its objectives as outlined in your Funding Agreement. Describe any difficulties you encountered in meeting your objectives.

Objectives	Objective Met?	Provide a detailed description	Name
Meet with potential clients	Yes	<p>Potential Clients and Outcomes Qatar Museums Organization (Doha): Met with the Director of Technology and Innovation to discuss potential collaboration for an upcoming temporary exhibition. Discussions remain open for near-term</p> <p>Entry Barriers: While initial discussions with new clients have been promising, long sales cycles and bureaucratic processes in certain regions have extended project timelines. Regional Business Dynamics: Differences in regulatory and procurement processes, particularly in government and institutional projects, required additional negotiation efforts. Resource Allocation: Managing multiple high-profile discussions simultaneously has necessitated strategic prioritization to maximize efficiency and conversion rates.</p>	Meet with potential clients
Increase export sales	Yes	<p>Increase in Export Sales – Partial Achievement While significant progress has been made, some agreements remain under discussion or in the negotiation phase. Below is a summary of the key outcomes: Confirmed Export Sales Al</p> <p>rebrand, with positive indications from the client. Challenges Encountered Extended Sales Cycles: Many institutional and government clients have lengthy procurement processes, delaying contract finalization.</p>	Increase export sales

Identify potential partners	Yes		Identify potential partners
Gather market information	Yes	Expanded Market Engagement: Originally, the focus was on securing one or two major contracts, but based on market interest, efforts were broadened to multiple discussions across different sectors (media, museums, and broadcast networks). Shift in Business Development Approach: Some planned in-person meetings were replaced or supplemented with virtual follow-ups to maintain engagement with international partners while managing travel logistics efficiently. Adjustments in Trade Event Participation: Additional networking opportunities were explored beyond the initially planned trade shows, enhancing the scope of potential collaborations.	Gather market information

Target Market	Estimated % of Funds Spent on Target Market
Saudi Arabia	50
Qatar	50
Did your project result in a sale or signed agreement? (This includes preliminary agreements such as Non-Disclosure Agreements, Letters of Intent, etc.)	
Yes	

If your project resulted in a sale or signed agreement, provide details of each sale and/or signed agreement.

Type of results achieved	Client / Partner name & description (include product/service details & website)	Date & description of sale or agreement signing (include target market and type of agreement)	Value of sale or agreement (\$ CAD)
Agreements with local partners, distributors, agents, representatives, etc.			
Short listed on a Request For Proposal.	NONE	NONE	0.00
Sales in your target market			

Describe the project's impact to date and forecast for the next twelve months based on the benefits to Canada identified in your CanExport application. (e.g. job creation, sales, exports open a new market, etc.).

During this period, Astucemedia advanced its expansion strategy in Qatar and Saudi Arabia, focusing on client outreach, trade shows, and business development in data-driven graphics, AR/VR, and interactive media.

1. Trade Shows & Client Engagement

We showcased our solutions at key industry events:

CABSAT (Dubai, May 2024) – Engaged with

IBC Amsterdam (September 2024) – Held direct discussions with

Additional on-site meetings in Qatar and Saudi reinforced client relationships and led to custom proposals (RFPs).

2. Business Development & Sales Funnel

Advanced talks with on

Secured follow-ups to define scope and pricing, aiming for 1-2 contract signings in six months.

Targeting CAD in international sales, closing at least one deal per market.

3. Strategic Partnerships

To strengthen market access, we partnered with [redacted] for system integrations in Saudi Arabia.

4. Marketing & Localization

Adapted marketing materials and product demos to Arabic-language formats.

Launched a digital campaign targeting Saudi & Qatari clients.

Developed custom demos for finance & sports data visualization.

5. Market Insights & Positioning

Saudi Arabia: High demand for interactive data visualization in finance & sports broadcasting.

Qatar: Interest in AI-powered newsroom solutions & immersive media.

Refining product offerings & pricing based on market trends.

6. Expected Outcomes & Next Steps

RFP Submissions: Ongoing talks with 3+ clients, with contracts expected by Q2 2025.

Market Expansion: Follow-up visits to Qatar & Saudi Arabia in early 2025 to finalize deals.

This CanExport initiative enhanced brand awareness, expanded our client base, and positioned [redacted] for long-term growth in the MENA region. We remain committed to securing lasting partnerships and recurring revenue.

Questions Page 2

Has your international business development expanded as a result of the project? (Includes RFPs, new partners, distribution channels, expansion, potential signed agreements, potential development and/or design e-commerce platform)

Yes

Please explain:

Yes, this project has significantly contributed to the expansion of our international business development efforts, particularly in Qatar and Saudi Arabia.

Key Outcomes:

Requests for Proposals : We initiated discussions with three+ potential clients, including [redacted], with contract signings expected by Q3 2025.

Enhance Strategic Partnerships: We partnered with and market entry.

to facilitate system integrations

Expanded Distribution Channels: Our targeted sales and marketing approach has strengthened relationships with major broadcasters and media organizations in both target markets.

Market Growth & Revenue Potential: The estimated market for ranging from \$50K for proof of concept to \$125K+ for full virtual set projects.

USD, with projects

Trade Show Engagement & Lead Generation: Our presence at CABSAT (Dubai, May 2024) and IBC (Amsterdam, September 2024) enabled us to establish high-value connections with key broadcasters and museums, such as

Localized Marketing Strategy: We developed Arabic-language marketing materials (Website - up coming).

This project has helped solidify position in the MENA region, opening doors to new clients, contracts, and long-term business relationships. Moving forward, we will continue leveraging these opportunities to secure market share and drive sustainable revenue growth.

Has your knowledge of export opportunities improved as a result of this project?

YES

Yes, this project has significantly enhanced our understanding of export opportunities, particularly in the MENA region, with a strong focus on Qatar and Saudi Arabia.

Key Learnings & Outcomes:

1. Market Demand & Client Engagement:

Participation in CABSAT (Dubai) and IBC (Amsterdam) allowed us to assess demand and engage with key broadcasters and other potential clients / sectors.

2. Future Expansion Strategy:

The project strengthened our market position and expanded distribution channels, setting the stage for long-term growth and additional contracts.

This initiative has been pivotal in deepening our export knowledge, refining our market approach, and building key relationships to sustain international business growth.

This initiative has been pivotal in deepening our export knowledge, refining our market approach, and building key relationships to sustain international business growth.

Have your export plans changed as a result of this project?

NO

No, our export plans have not changed as a result of this project. However, this initiative has reinforced our existing strategy by validating our target markets and approach.

Key Insights:

1. Market Confirmation: Engagements with key sectors / potential clients confirmed that Qatar and Saudi Arabia remain high-potential markets for our solutions.
2. Strategic Alignment: Our focus on localized marketing, strategic partnerships, and trade show presence has proven effective, reinforcing our current international expansion roadmap.
3. Long-Term Growth Strategy: Rather than altering our plans, this project provided valuable insights that will help us optimize execution, accelerate market entry, and strengthen regional partnerships.

While our strategy remains unchanged, the project has enhanced our confidence in our approach, equipping us with the tools and connections to drive sustainable export growth in the MENA region.

Questions Category H

Has your knowledge and understanding of IP management strategies improved as a result of this project?

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Please explain:

—

Have you completed, or are in the process of completing registration of patents, copyrights or trademarks as a result of this project?

—

Did your company protect the IP assets it set out to protect with this project?

—

Please explain:

—

Are there other IP expenses required for expansion into these markets?

—

Please explain:

—

Questions Page 3

Describe the lessons learned from having carried out this CanExport Project.

(Please include any market-specific lessons learned)

The CanExport project provided valuable insights into market entry strategies, client engagement, and business

development in the MENA region, particularly in Qatar and Saudi Arabia.

1. The Importance of Localized Market Approaches

Arabic-language marketing materials and a targeted digital campaign significantly improved engagement with Saudi and Qatari clients.

Trade show participation (CABSAT, IBC) was essential for credibility and relationship-building in the region.

2. Strategic Partnerships Facilitate Market Entry

Partnering with [redacted] provided access to local networks, regulatory knowledge, and integration expertise.

Aligning with established players accelerates trust-building and contract negotiations.

3. Procurement Processes & Business Expectations Differ by Region

Government-backed broadcasters and media organizations follow long procurement cycles, requiring patience and sustained engagement.

Pricing models and service structures need to be adapted to regional expectations for competitive positioning.

4. Long-Term Relationship Building is Key

The sales cycle is longer than in North America and Europe, requiring ongoing presence and follow-ups.

Establishing face-to-face relationships remains critical for trust and deal closure.

While our export strategy remains unchanged, the project has helped us refine execution plans, improve market positioning, and accelerate business development.

This project confirmed that Qatar and Saudi Arabia are high-potential markets, and success depends on localized engagement, strong partnerships, and sustained relationship-building. These lessons will continue to shape our approach as we expand in the region.

What are the next steps for your company's international business development?

Building on the momentum of the CanExport project, our next steps focus on strengthening our presence in Qatar and Saudi Arabia while expanding to new markets.

1. Securing Contracts & Expanding Client Base

Finalize ongoing negotiations with key clients, with expected contract signings by Q2-Q3 2025.

Continue engaging with [redacted] business relationships. to convert leads into long-term

2. Strengthening Strategic Partnerships

Deepen collaboration with
compliance.

to streamline local integration, distribution, and regulatory

Explore new regional partnerships to enhance our service offerings and market reach.

3. Enhancing Localized Marketing & Sales Efforts

Expand our Arabic-language marketing campaigns and regionalized sales strategies to further improve market penetration.

Increase our on-the-ground presence at industry events, including CABSAT and IBC, to maintain visibility and credibility.

4. Long-Term Growth & Revenue Strategy

Continue pursuing opportunities within the identified market potential, prioritizing high-value projects (\$125K+).

Develop a sustainable international expansion model to support long-term revenue growth.

Our next steps focus on converting existing opportunities into contracts, deepening strategic alliances, and expanding to new high-potential markets, ensuring long-term international growth for Astucemedia.

Did a Trade Commissioner assist you with this project?

NO

Was the project deemed a success?

Yes

Please explain

Yes, this project is considered a success, as it has achieved key objectives in expanding business development, particularly in Qatar and Saudi Arabia.

international

Key Success Factors:

1. New Business Opportunities & Client Engagement

Signed Contract with

Initiated discussions with

Strengthened relationships with major broadcasters and media organizations, positioning business growth.

for long-term

This project has successfully reinforced our export strategy, validated market demand, and positioned for long-term growth in the MENA region. While there is still work to be done in converting leads into contracts, the foundation laid through this initiative ensures a strong path forward.

What is your overall level of satisfaction with the CanExport program?

3- Satisfied

Please explain:

We are satisfied with the CanExport program, as it has played a key role in advancing our international business development efforts, particularly in Qatar and Saudi Arabia.

Provide any feedback you may have for CanExport

The CanExport program has been a good help (Financial) in supporting our international business expansion, particularly in Qatar and Saudi Arabia. It provided the necessary resources (\$) to engage with key clients, establish strategic partnerships, and enhance our market strategy.