

July 23, 2025

Supporting Exporters

Innovation PEI's: [Export Enhancement and Diversification Fund](#) provides grants covering up to 60% of eligible costs such as market research & strategies, advertising, and trade shows (including travel) to a maximum of \$32,000.

EXPANDED Trade Missions: PEI is doubling trade missions for Island exporters.

Check out [Trade Calendar - Innovation PEI](#)

CBDC Tariff and Customs Advisory Program (TCAP) offers Atlantic Canadian companies expert guidance to manage tariffs, optimize supply chains and stay compliant with trade regulations. Find details [HERE](#).

Agriculture: New Website & Funding Programs

A new website is now available to help our agriculture industry better understand and access programs available through the **Sustainable Canadian Agricultural Partnership (Sustainable CAP)**.

To view the new resource and learn more about what Sustainable CAP offers visit: [Sustainable Canadian Agriculture Partnership](#).

You will be inspired by the success stories from farmers – maybe your neighbours - and organizations that received funding through Sustainable CAP [here](#).

TechNTalk: Youth help Seniors Connect

Are you an older adult who is interested in learning more about using your cellphone, tablet, or laptop?

[TechNTalk](#) sessions will be offered in communities across PEI in July and August. After a short presentation on technology at each session, student volunteers will provide one-on-one help to participants.

To register for yourself, or on behalf of someone, you can contact the TechNTalk Program Coordinator by phone (1-782-772-6783), email (swheatley@ihis.org), or complete the [TechNTalk Registration Form](#).

Upcoming sessions: **Wellington** (en français), **Montague**, **Souris**, **Tignish**, **O'Leary**, **Alberton**

To view the full list of this summer's **TechNTalk** sessions and to register, please visit: [Tech Talk](#)

Focus on Acadian Culture – Gold Cup Parade

[Old Home Week](#) is an annual festival that celebrates PEI's agricultural industry, harness racing, youth talent and so much more. A highlight of the week is the [Gold Cup Parade](#), held the day before the Gold Cup & Saucer race.

This year's event coincides with National Acadian Day. Parade attendees can expect a lively tintamarre — a traditional Acadian parade filled with noisemakers and improvised musical instruments — along with musical floats showcasing the Island's Acadian culture. Well-known Acadian songwriter and performer, Lennie Gallant, has been named the 2025 Parade Marshal.

The Gold Cup Parade will wind its way through downtown Charlottetown on **Friday, August 15th**. Applications to enter a float are open until August 1st [HERE](#).

Did you Know? PEI Community Navigators – Welcome to Rural PEI

Our [PEI Community Navigators](#) will help you become better acquainted with your new community and all it has to offer, whether its social events, government resources, shops & services, they've got you covered.

And they offer their services in multiple languages: Tagalog, Mandarin, Arabic, Farsi, Russian, Spanish, Ukrainian, English & French!

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