INNOVA CONSULT LTD.

Canada–LATAM Market Entry, Trade Facilitation & Institutional Advisory

Ottawa, Ontario, Canada | Federal corporation since 2023 | Founder's cross-border advisory work since 2012, in more than 50 jurisdictions

POSITIONING

INNOVA helps companies, institutions and development partners execute cross-border expansion between Canada and Latin America. We combine market-entry strategy with corporate, legal, tax, compliance, marketing, technology and operational execution. Our objective is to reduce the gap between a market-entry plan and a functioning local operation.

Core capabilities

Canada → LATAM	LATAM → Canada
• Market prioritization and market-entry strategy	• Canadian soft-landing and market-entry planning
• Local partner, distributor and B2B mapping	• Corporate setup and compliance coordination
• Corporate, legal, tax and regulatory coordination	• Market access, import/export and channel readiness
• Government and IFI procurement opportunity mapping	• CanadaBuys and public-procurement readiness
• Localization, marketing, sales and AI-enabled workflows	• Buyer, distributor and strategic-partner development
• Local hiring and operating setup	• Marketing, digital launch and operating setup

Institutional and development-finance work

• SME export-readiness programs, trade facilitation and business-capacity development
• Market studies, feasibility assessments, ecosystem mapping and investment-attraction support
• Business-enabling environment, regulatory/process reviews and implementation playbooks
• AI and digital-transformation programs for SMEs, institutions and professional-service organizations
• Procurement and tender readiness, consortium building and bid-support workflows
• Workshops, technical assistance, training and short-/medium-term expert assignments

Where we fit

Implementation partner / subcontractor • Expert advisor • Consortium participant • Market-entry operator • Technical-assistance provider • Project-based advisory desk

Why INNOVA

Integrated delivery: Corporate structuring, compliance, marketing, technology, recruitment and operational execution run as one coordinated workplan, with local legal and accounting firms engaged per project.

Cross-border experience: INNOVA CONSULT LTD. has been a Canadian federal corporation since 2023. Its founder has worked on cross-border advisory and market-entry matters since 2012, across more than 50 jurisdictions.

SME focus: Our delivery model is built around practical SME constraints: limited management bandwidth, fragmented providers, compliance risk and the need to generate revenue quickly.

AI-enabled execution: We design and implement AI-assisted research, marketing, lead-generation, workflow and knowledge-management systems to reduce delivery cost and increase speed.

Partner-friendly model: We can operate behind an institutional lead, inside a consortium, or as a specialist workstream provider.

Current Canada–LATAM focus

Priority corridors	Public / IFI channels	Commercial themes
Mexico; Colombia; Peru; Brazil; Guatemala; Dominican Republic	Global Affairs Canada / TCS; IDB; World Bank; UN procurement; CanadaBuys; development-program implementers	Market entry; professional services; AI/digital transformation; SME development; trade facilitation; investment attraction; procurement readiness

Typical engagement structure

- Discovery and market prioritization
- Regulatory, commercial and stakeholder map
- Local partner / buyer / institutional outreach
- Market-entry or technical-assistance implementation
- Ongoing local coordination, reporting and measurable pipeline development

Immediate partnership interests

- Canada–LATAM trade and investment programs requiring Canadian expert advisors
- Government-funded technical-assistance assignments and SME-capacity programs
- IDB / World Bank / UN consulting opportunities and consortium participation
- Canadian companies seeking structured entry into Latin American markets
- Latin American companies and institutions seeking Canadian market access, buyers, partners or operating support

Maksym Stepanenko | Founder and Director

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