

Atlantic Canada Launch Export Program Mission

to Ottawa and Toronto November 2025



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada

DELEGATE CORPORATE PROFILE

Company information	Company name: All For Knot Rope Weaving Inc. Name: Angela Worsley, Founder/CEO Phone: Mobile: 902-956-4568 E-mail address: angela@allforknot.ca Address: 42 Spitfire Rd., Hangar #2
Contact information	Name: , Phone: Mobile: E-mail address:
Alternate Contact	Name: , Phone: Mobile: E-mail address:
Website	https://allforknot.ca
Delegates Attending	Angela Worsley, Founder/CEO, All For Knot Rope Weaving Inc.
Company Logo (insert or attach)	
Company Description	All For Knot crafts knot tied products for individuals seeking nautical decor to "Connect with the Sea". The leading provider of traditional, handwoven knot products handcrafted with the highest quality rope and traditional seafaring finishes. Three collections; Museum designs- authentic, historical, traditional rope and finishes. Cast Away designs- our sustainable oceans designed for traditional and All For Knot created original designs made with reclaimed lobster fishing rope. Our All Seasons designs are our rugged, colorfast traditional and original nautical knots that are crafted with authentic fishing rope for products to be used in all weather and in all seasons year-round for decades of use. In addition, we also craft nautical knot designed products for pets and original one-of-a-kind crafted products. See capability statement link for additional company details https://bit.ly/41hVtxv
Product and/or Service Information. Unique benefit you seek to	All for Knot is a woman-led, certified diverse supplier creating sustainable, handcrafted rope décor that helps companies meet environmental, social and

promote for your service or product (USP).	<p>governance – ESG goals. Rooted in maritime tradition, we preserve knot-tying heritage while repurposing retired fishing and lobster rope into functional, customizable, and unforgettable gifts. With eco-friendly practices and inclusive hiring at the core, we craft products that are sustainable, inclusive, and memorable — leaving a lasting impression that reflects your values.</p> <p>Product Development: Kits and Sourcing Angela is developing product kits, aiming to have them ready for the mission within approximately four weeks</p>
Exporting	<p>We help companies meet their environmental, social and governance – ESG goals with handcrafted rope décor that connects people and tells a story customers love to share.</p> <p>Our gifts span the past, the present, and the future. In the past, we preserve maritime tradition by tying seafaring knots with natural ship rope, new and repurposing retired fishing rope — keeping over 8 tons out of landfills so far.</p> <p>In the present, we create high-quality, customizable pieces that are functional, beautiful, and unforgettable — crafted ethically by our diverse team.</p> <p>And for the future, we transform tough, retired lobster rope into durable, all-weather doormats and wreaths — made without metals or glues, just timeless craftsmanship.</p> <p>From eco-printing on unbleached canvas to inclusive hiring practices, everything we do reflects sustainability and inclusivity.</p>
Sales Pitch:	<p>Businesses of Diversity</p> <p>Women</p> <p>Interior Designers and Architects</p> <p>*Promotional Companies selling to corporations for gifting, promotional products on merchandise, promotions and corporate conferences/events.</p> <p>*Tier 1 Promotional Companies looking to purchase from certified diverse suppliers to fullfill company stakeholder mandated DEI quotas to DEI quota's .</p>
Sectors or Industries	

Needs Assessment:

Currently Exporting	
Tell us a bit more about your expectations, interests, and goals for the mission	<p>Opportunity to participate in match making sessions and possibly pitchs by All For Knot to ;</p> <p>* Big corporate, big government and supplier procurement teams</p> <p>* Educate me, as to how our products or services fit with various corporations</p>

	<ul style="list-style-type: none"> • Learn how our company submits our capability statement to procurement teams • Provide relationship building • Showcase All For Knot 1. Promotional products 2. Art installations 3. Cultural seafaring products 4. Corporate gifting 5. Sustainable products 6. Unique, beautiful products • Showcase <ul style="list-style-type: none"> a. our ethics b. staff c. community d. environmental and repurposing commitment, e. our product and service offerings to meet their mandates to purchase from diverse communities. • Allow us to educate ourself to: <ul style="list-style-type: none"> a. Increase product visibility and expand our exports b. Increased sales to expand our production c. Expand employment in rural NS <p>ADD</p> <p>I woud also like to visit locations similar to AmericasMart and discuss the wholesale to retail buyers outdoor living show to see if this show would be a good fit for our products.</p>
<p>Does your company have ready-for-mission marketing assets, either digital or handouts? Please select all that apply (email with the approved DELEGATE CORPORATE PROFILE):</p>	<p>Brochures Look Book Company Profile Logos/photos/etc. Product or Service Information Sheets Website</p> <p>I would like to have a video promoting your company created. This is a possibility</p>
<p>Social Media and IT information</p>	<p>https://www.instagram.com/allforknotropeweaving/ https://www.linkedin.com/in/angela-worsley-rope-lady/ https://www.facebook.com/4AllForKnot/</p>
<p>List your most important end-users or end-user industries.</p>	<p>Corporations interested in certified women owned business Tier 1 Promotional companies selling promotional products and corporate gifts, direct to corporations ADD" Retailers, Museums, looking to provide knot tying kits to Scouts and Cadet groups, seeking distributor for west coast Canada, UK & German distributor and imposting exports,</p>
<p>Job title(s) of person in the prospect organization you typically meet with.</p>	<p>Corporate Buyer Event managers Product and Display Design Museum Buyers, Retail Store Buyers, Designers, Letters to buyers with updated catalogue & order forms</p>

<p>How is your product typically distributed and marketed (and in other countries if applicable)?</p>	<p>Marketed at diverse conferences <ul style="list-style-type: none"> •face to face pitch appointments •round table discussions •conference tradeshows Add "Gift and Home shows- Canada & USA, On-line </p>
<p>Describe the type of business partner you are looking for (ideal profile) Nature of relationship sought?</p>	<ul style="list-style-type: none"> •Promotional company that sells to corporations •Promotional company that has product placements in corporate/ government catalogs •A promotional Company selling unique, sustainable products and ideas. •A promotional company with a national team of sales representatives. •A promotional company seeking certified diverse suppliers •Wholesale to retail buyer, discuss exhibiting at the AmericasMart outdoor show ADD"
<p>Seeking representation in-market?</p>	<p>Yes</p>
<p>Export markets within Canada</p>	<p>Yes, as a certified diverse supplier.</p> <ul style="list-style-type: none"> • Through a Tier 1 promotional company to corporations- 65 sales representatives across Canada, with a few of those in the USA. • Wholesale to retail high end boutiques & museum stores- NS, NB, PE, NL, QC, ON, AB, BC
<p>Are you currently doing business in the USA? Where, how, with whom.</p>	<p>1. Wholesale to retail high end boutiques, galleries & museum stores,</p> <ul style="list-style-type: none"> • These connections were made via missions 2019, 2023, with museum Boston, NYnow tradeshow 2023, in coming buyers at Craft East Expo, Halifax, NS • On-line Faire sales
<p>Particular businesses of interest are:</p>	<p>Interior designers, decorators, architects, and building developers</p> <ul style="list-style-type: none"> • Large installations in large building lobbies, etc • Interior design community <p>Corporate promotional product buyers</p> <ul style="list-style-type: none"> • Corporate Event managers <p>Trade shows in UK and Germany</p> <ul style="list-style-type: none"> • UK Department of International Trade • German and UK persons located in Toronto that distribute Canadian products. • Celtic knot. Ireland, Scotland. <p>Suppliers for rope, cork etc.</p>

Consulates/Embassies/Trade Offices of interest are:	<ul style="list-style-type: none"> • Germany • UK • France
Particular that we DO NOT want to meet at are:	
Business Organization Membership	<ul style="list-style-type: none"> • WeConnect International • International Guild of Knot Tyers
Intake Meeting Notes	