



## Alberta Companies Participate in Export Readiness Workshops

Ten agribusinesses participated in two export readiness workshops in Edmonton and Calgary in May 2017. Organized by Alberta Agriculture and Forestry (AF), the workshops provided companies business tools and know-how on the export process including risk mitigation and potential value of exporting.

Some topics included:

- Building foundations of an export plan
- Market research and intelligence
- Market entry strategies
- International sales and marketing

The program was designed to be hands-on and practical, giving attendees the opportunity to apply their learnings to a workbook which was a draft of their export and international marketing plan. This allowed companies to walk away with a tangible work-plan that can be used toward their export goals. In addition, companies were able to work one-on-one with the consultant to ask questions as well as to learn from each other's successes and challenges.

The workshops were highly rated by participants as being beneficial for their companies with many stating that they intend to use their drafted export plan for meeting their export objectives.

"The entire workshop was valuable, but a key takeaway is knowing the government and many other organizations are willing to help us every step of the way to enhance our export business."

- Luis Hurtado, President of Cazuelitas Inc.

The workshops reflected the increasing interest from industry in export and export preparedness and increases the number of Alberta small-medium enterprises engaged in exporting and exploring opportunities in new markets.

For more information on the above events and AF's export readiness services, please contact:

[Shelly Nguyen](#)

International Initiatives Officer, Americas & Europe

T: 780-422-7103