



Export Readiness Workshop Series

Edmonton • November 23 & 24, 2015

Agri-Food Discovery Place, 6020 - 118 Street NW

Calgary • November 25 & 26, 2015

McDougall Centre, 455 - 6 Street SW

There is no cost to participate in this event, but space is limited.

As Alberta's agriculture and agri-food sector continues to grow, export opportunities will be a critical piece of the picture. With the global marketplace becoming more connected than ever before, a number of key trade opportunities and emerging trends are arising and Alberta agriculture companies stand to benefit. To support Alberta producers and businesses to export internationally, Alberta Agriculture and Forestry is facilitating two sessions of the Export Readiness Workshop Series.

Ideal participants are companies who:

- Do not have export experience, but are prepared, organized and highly committed to expanding internationally
- Have some export experience and are determined to leverage successes to new export markets

The two-day program will include:

What and Why: Building Your Export Plan

- Assessing Readiness for Export
- Building an Export Plan
- Market Research and Intelligence

How: Building Your Export Marketing Plan, Market Entry Strategy and Sales

- Building Your Export Marketing Plan
- Market Entry (timeframe, logistics, regulation, etc.)
- Sales

The workshops are hands-on with participants drafting Export Plans/International Marketing Plans. The aim is to provide industry with the business training and tools required to develop and execute their export objectives successfully.

Sessions will be presented by a consultant with a wealth of knowledge and expertise in coaching clients to develop successful export and international marketing plans. Representatives from AF's International Relations & Marketing Branch will be in attendance to provide more information about services available for new exporters.

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