



# Are you ready to Export and Go Global?

## Develop a research-based export marketing plan

Edmonton • March 12 - 13, 2018

Leduc Food Processing Development Centre (FPDC) / 6309 45 Street / Boardroom

*\*Includes an optional tour of FPDC's pilot plant and product development facility*

Calgary • March 15 - 16, 2018

McDougall Centre / 455 6 Street SW / 3<sup>rd</sup> Floor / Crowsnest Room

Time: 9:00 am – 4:00 pm

**Registration deadline is Thursday, February 26, 2018.**

*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 Alberta agriculture and agri-food 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 export readiness and key considerations
- Building foundations of an export plan using market research and intelligence

### **How: Building Your International Marketing Plan**

- Building Your Export Marketing Plan using the many P's of international marketing which considerations around price, promotion, production, placement, paperwork, payment etc.
- Market entry strategies
- How to generate opportunities and international 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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