

# Setting Our Sails



March 10 8:30-12:00 Delta Hotel  
**Provincial Export Awards Luncheon to Follow**

## Setting Our Sails Export Sessions

It's not how the wind blows, but how you set your sails that counts. Be proactive about where you would like to export. Exporting can be a complex and challenging process. Nevertheless, when you set your sails with careful consideration, exporting can be a rewarding growth strategy for your business.

Marketing involves the whole process of insuring the product suits local tastes, setting the competitive price, promoting the product and choosing the best way to distribute. Market entry and distribution requires that you choose a strategy to match the strengths and needs of both your business and the chosen market.

Dynamic presenters from our local community will address marketing and market entry and distribution issues during concurrent sessions in the morning leading into the Export Awards luncheon. Topics will cover the following:

- \* Branding
- \* Web Based Marketing
- \* Trademarks
- \* Marketing on a Shoe String
- \* How to Sell
- \* Public Relations 101
- \* Trade Shows
- \* Distribution
- \* Trade Research
- \* Market Preparation
- \* Trade missions

Registration Fee: \$50.00

**Participants are invited to join us at the Newfoundland and Labrador Export Awards Luncheon**

## Export Cafe

Have a question or concern about exporting? Not sure where to go or who to ask? Join us for coffee and tea at the Export Café. Sit and chat with those in the know regarding marketing, trademarks, selling, logistics, finance, and more.

## Export 411 Exhibition

Export service providers can assist you during the entire process of exporting, from the time you start thinking about it until the time you're paid for delivery of your goods or services. Export 411 will be an ideal venue for export service providers to showcase export-related services available in the province. It is an opportunity for exhibitors to meet and sell to new customers, catch up with existing clients and re-establish new relationships.

Exhibitor Fee: \$100.00



**Sponsored by:**  
Canadian Manufacturers & Exporters  
Newfoundland and Labrador Organization of Women Entrepreneurs  
Newfoundland and Labrador Environmental Industry Association  
Newfoundland and Labrador Association of Technology Industries  
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