



Breakfast with the Exporters

Date: Tuesday, December 4, 2007
Location: Norwood Hotel, 112 Marion St., Winnipeg
Cost: \$20.00 per person (includes hot buffet breakfast)
RSVP: Nancy @ (204) 233-2902 or nancyz@shaw.ca
(by December 1, 2007)
Time: 7:45 AM – 9:30 AM

Agenda

7:45 – 8:15 AM	Registration and Networking Breakfast
8:15 – 8:25 AM	Introductions
8:25 – 8:45 AM	Mr. Mike Fata, Co-Founder & President, Manitoba Harvest Hemp Foods and Oils
8:45 – 8:55 AM	Q&A
8:55 – 9:15 AM	Mr. Mort Larsen, Founder, EXI Electronic Systems
9:15 – 9:25 AM	Q & A
9:25 – 9:30 AM	Closing Comments and Adjourn

Our speakers will talk about their export experiences and offer firsthand accounts of the benefits and the pitfalls of doing business internationally. This is a unique opportunity to hear about exporting directly from experienced entrepreneurs!

Speakers

Mike Fata, Manitoba Harvest Hemp Foods and Oils

Since 1999, Mike Fata has run all aspects of Manitoba Harvest with a focus on sales and marketing. Previously, he spent five years in extensive studies of diet and nutrition as he made the life changing decision to lose 100lbs and go from 300lbs to his current 200lbs.

In June, 2006 **PROFIT Magazine** featured Manitoba Harvest in the **PROFIT 100** list as one of the fastest growing companies in Canada. In the past 5 years, their sales have grown more than 1,000%.

In March 2006, Mike Fata was voted by **Fast 50 Magazine** readers as one of the top ten forward thinking entrepreneurs - out of more than a thousand nominees. In May 2005, Manitoba Harvest was honoured by **Food in Canada Magazine** as one of the **Top Ten Emerging Food & Beverage Entrepreneurs**. Mike Fata was featured in the April 2005 edition of **Entrepreneur Magazine** and in October 2004, he was presented with the **Business Development Bank of Canada's (BDC) 2004 Young Entrepreneur Award**. In February 2005, Manitoba Harvest's meteoric sales growth was recognized with a **2004 Business Achievement Award** from the **Nutrition Business Journal**. In March 2005, **Natural Foods Merchandiser** profiled Manitoba Harvest in an extensive article on the growing demand for hemp foods.

Mort Larsen, EXI Electronic Systems

Mort Larsen, retired, is the Founder of EXI Electronic Systems, a manufacturer and exporter of wireless nursing home wander protection and infant abduction alarm equipment to the United States. EXI was sold in 1998 for \$3,000,000.00 to a group of investors from Richmond B.C. who in turn sold the company a few years later to ADSX in Florida for an undisclosed sum.

This breakfast is organized by The Trade Advisory Group of Trade Team Manitoba which is made up of various Government Departments and Agencies, at both the Federal and Provincial level, involved in facilitating export development. In addition, organizations such as the Manitoba and Winnipeg Chamber of Commerce, Canadian Manufacturers' and Exporters, The Hong Kong Canada Business Association, Destination Winnipeg, CIDA, The Information & Communication Technologies Association of Manitoba, Red River College and CDEM are also active in the network.

If you are interested in attending, please reply to Nancy Zubriski by phone at 233-2902, or by e-mail at nancyz@shaw.ca. We look forward to seeing you there.