

www.sasktrade.sk.ca

Taking Saskatchewan's Best to the World

Saskatchewan Trade & Export Partnership 2010 Trade Conference



CONFERENCE AGENDA

TUESDAY, SEPTEMBER 28, 2010			
4:00pm - 7:30pm	STEP 2010 Conference Registration Opens - Crush Lobby		
5:00pm - 5:30pm	STEP Annual General Meeting - Picasso Room		
5:30pm - 7:30pm	Annual General Meeting and Opening Networking Reception for the 2010 Trade Conference - DaVinci Ballroom		
WEDNESDAY, SEPTEMBER 29, 2010			
7:00am	Conference Registration Opens - Crush Lobby		
7:30am - 8:30am	Opening Breakfast and Welcoming Remarks - The Honourable Brad Wall, Premier of Saskatchewan - TBC - Michelangelo Ballroom		
8:30am - 9:30am	Economic Update - Export Development Canada (EDC) - Michelangelo Ballroom Hear from the experts what is going on in Canada's economy and what can be expected in the near future.		
9:30am - 10:15am Plenary session	Mishaps and Mayhem - Lessons Learned from Experienced Exporters: A Panel Discussion - Michelangelo Ballroom		
10:15am - 10:30am	Networking Break - Crush Lobby		
10:30am - 12:00pm Breakout Session	<table border="0"> <tr> <td style="vertical-align: top;"> The "Canada" Brand - How to Make it Work For You - Salon C Can a Canada Brand Help You Export? So many different countries and even regions in the world are promoting buy local strategies or supporting local industries with "Made In" programs. When does it make sense to wave the Canadian flag as a part of your marketing strategy? This panel discussion will discuss how and when to make international perceptions of Canada work as part of your branding, as well as how your business can benefit. </td> <td style="vertical-align: top;"> Social Media & Websites - Leveraging e-tools to Increase International Sales - DaVinci Ballroom Social media and emerging technologies are gaining increased attention shifting the traditional marketing strategies for exporters. This panel discussion will discuss the increased awareness of social media. Learn from our guest panel what obstacles to avoid, what areas to key in on and how to affectively and efficiently use social media and your website to build business worldwide. </td> </tr> </table>	The "Canada" Brand - How to Make it Work For You - Salon C Can a Canada Brand Help You Export? So many different countries and even regions in the world are promoting buy local strategies or supporting local industries with "Made In" programs. When does it make sense to wave the Canadian flag as a part of your marketing strategy? This panel discussion will discuss how and when to make international perceptions of Canada work as part of your branding, as well as how your business can benefit.	Social Media & Websites - Leveraging e-tools to Increase International Sales - DaVinci Ballroom Social media and emerging technologies are gaining increased attention shifting the traditional marketing strategies for exporters. This panel discussion will discuss the increased awareness of social media. Learn from our guest panel what obstacles to avoid, what areas to key in on and how to affectively and efficiently use social media and your website to build business worldwide.
The "Canada" Brand - How to Make it Work For You - Salon C Can a Canada Brand Help You Export? So many different countries and even regions in the world are promoting buy local strategies or supporting local industries with "Made In" programs. When does it make sense to wave the Canadian flag as a part of your marketing strategy? This panel discussion will discuss how and when to make international perceptions of Canada work as part of your branding, as well as how your business can benefit.	Social Media & Websites - Leveraging e-tools to Increase International Sales - DaVinci Ballroom Social media and emerging technologies are gaining increased attention shifting the traditional marketing strategies for exporters. This panel discussion will discuss the increased awareness of social media. Learn from our guest panel what obstacles to avoid, what areas to key in on and how to affectively and efficiently use social media and your website to build business worldwide.		

Taking Saskatchewan's Best to the World

Saskatchewan Trade & Export Partnership 2010 Trade Conference



WEDNESDAY, SEPTEMBER 29, 2010 (continued)			
12:00pm -1:30pm	Networking Lunch & Keynote Speaker - Ken Schmidt, Marketing Visionary and Former Director of Communications for Harley-Davidson - Michelangelo Ballroom		
1:30pm - 2:45pm Breakout Session	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Avoiding Fraud - Verifying Potential Business Partners - Salon C Doing business with entities in other countries can be exciting and rewarding. However, do you know who you are really dealing with? Even the basic steps of due diligence will help to uncover unscrupulous business operators and con artists in foreign jurisdiction. This session will give you a road map to conducting basic due diligence steps when developing overseas business relationships. </td> <td style="width: 50%; vertical-align: top;"> Exporting and Transportation - Issues and Challenges from a Saskatchewan Perspective - Salon C The challenges of exporting from Saskatchewan can be difficult especially when securing transportation. Learn from experienced companies and logistics providers on how to overcome the challenges facing exporters to ensure a successful delivery process for your international shipments. </td> </tr> </table>	Avoiding Fraud - Verifying Potential Business Partners - Salon C Doing business with entities in other countries can be exciting and rewarding. However, do you know who you are really dealing with? Even the basic steps of due diligence will help to uncover unscrupulous business operators and con artists in foreign jurisdiction. This session will give you a road map to conducting basic due diligence steps when developing overseas business relationships.	Exporting and Transportation - Issues and Challenges from a Saskatchewan Perspective - Salon C The challenges of exporting from Saskatchewan can be difficult especially when securing transportation. Learn from experienced companies and logistics providers on how to overcome the challenges facing exporters to ensure a successful delivery process for your international shipments.
Avoiding Fraud - Verifying Potential Business Partners - Salon C Doing business with entities in other countries can be exciting and rewarding. However, do you know who you are really dealing with? Even the basic steps of due diligence will help to uncover unscrupulous business operators and con artists in foreign jurisdiction. This session will give you a road map to conducting basic due diligence steps when developing overseas business relationships.	Exporting and Transportation - Issues and Challenges from a Saskatchewan Perspective - Salon C The challenges of exporting from Saskatchewan can be difficult especially when securing transportation. Learn from experienced companies and logistics providers on how to overcome the challenges facing exporters to ensure a successful delivery process for your international shipments.		
2:45pm - 3:00pm	Networking Break - Crush Lobby		
3:00pm - 4:15pm Breakout Session	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Working a Trade Show From Both Sides of the Floor - DaVinci Ballroom Preparing for trade shows can be time-intensive for companies to get the best return on investment. To close sales or sign up a distributor there are many steps that can be followed. Learn from both sides of the trade show floor with advice from both exporters who were selling at the show and their buyers/distributors on how they prepare to make the most of their busy time. </td> <td style="width: 50%; vertical-align: top;"> The Next Frontier in Equipment Sales - New Marketing Opportunity Overview - Salon C This will be an in depth overview of the market situation that exists in Mongolia. Mongolia is a ready market for Saskatchewan and Canadian Agricultural inputs, including Agriculture equipment and also holds great potential for the Canadian/Saskatchewan mining industry. </td> </tr> </table>	Working a Trade Show From Both Sides of the Floor - DaVinci Ballroom Preparing for trade shows can be time-intensive for companies to get the best return on investment. To close sales or sign up a distributor there are many steps that can be followed. Learn from both sides of the trade show floor with advice from both exporters who were selling at the show and their buyers/distributors on how they prepare to make the most of their busy time.	The Next Frontier in Equipment Sales - New Marketing Opportunity Overview - Salon C This will be an in depth overview of the market situation that exists in Mongolia. Mongolia is a ready market for Saskatchewan and Canadian Agricultural inputs, including Agriculture equipment and also holds great potential for the Canadian/Saskatchewan mining industry.
Working a Trade Show From Both Sides of the Floor - DaVinci Ballroom Preparing for trade shows can be time-intensive for companies to get the best return on investment. To close sales or sign up a distributor there are many steps that can be followed. Learn from both sides of the trade show floor with advice from both exporters who were selling at the show and their buyers/distributors on how they prepare to make the most of their busy time.	The Next Frontier in Equipment Sales - New Marketing Opportunity Overview - Salon C This will be an in depth overview of the market situation that exists in Mongolia. Mongolia is a ready market for Saskatchewan and Canadian Agricultural inputs, including Agriculture equipment and also holds great potential for the Canadian/Saskatchewan mining industry.		
5:00pm - 6:00pm	Networking Reception - Crush Lobby		
6:00pm - 8:30pm	Closing Dinner & Presentation of the 2010 STEP Exporter of the Year Awards - Michelangelo Ballroom		