

Basics of Exporting Workshop
Thursday, June 20, 2019
Best Western Plus Pembina Inn & Suites
1714 Pembina Hwy., Winnipeg, MB R3T 2G2

8:30am - 9:00am	Registration
9:00am - 9:10am	Welcome Kathy Sawchuk, Business Development Specialist – Market Development, Manitoba Agriculture, Food and Agri-Product Processing (FAPP)
9:10am - 9:40am (5 minutes Q & A)	Why today is important? <i>From an entrepreneur's perspective...how to prepare and what to expect, exporting experience – opportunities and challenges.</i> Pina Romolo, Owner, Piccola Cucina
9:40am – 10:20am (10 minutes Q & A)	Overview of Legal and Tax Considerations for Exporters Tax Law – Leilani Kagan, Thompson Dorfman Sweatman LLP Business Immigration – Jennifer McRae, Thompson Dorfman Sweatman LLP
10:20am – 10:40am	Break/Networking
10:40am – 11:25am (10 minutes Q & A)	Food Safety Requirements for Export Jill Zacharias, Manager – Business Management, Manitoba Agriculture, FAPP
11:25am – 12:10pm (5 minutes Q & A)	Overview of US Labelling Regulations Shawn Kuharski, Regulatory Affairs Specialist, Food Development Centre (FDC)
12:10pm – 1:05pm	Lunch
1:05pm – 1:45pm (5 mins Q & A)	Overview of the U.S. Market and Trends Jeff Fidyk, Business Development Specialist – Commercialization, Manitoba Agriculture, FAPP
1:45pm – 2:20pm (5 minutes Q & A)	Do I Need an Export Plan? <i>What is an Export Plan? Why do you need one and what to consider when putting one together.</i> Eric Courcelles, Director of Strategy, World Trade Centre (WTC) Winnipeg
2:20pm – 3:00pm (10 mins Q & A)	Preparing Your Company for Export <i>Are you ready? Is the U.S. market right for your company and product?</i> Eric Courcelles, Director of Strategy, WTC Winnipeg
3:00pm – 3:15pm	Wrap-up/Evaluations/Questions Kathy Sawchuk, Business Development Specialist – Market Development, Manitoba Agriculture, FAPP