

A close-up photograph of a person's hands, with white-painted nails, gently cupping a small, translucent blue globe of the Earth. The background is a soft-focus, light-colored sweater.

**LEARN. ASSESS.
START AN EXPORT PLAN.**

A workshop that helps businesses prepare for exporting.

WHAT IS IT?

Three hours of in-class training & mentoring from international specialists that outlines exporting best practices & includes reviews of a company's current capabilities, marketing, messaging & initial best fit market.

WHY PARTICIPATE?

Obtain critical information required to develop an Export Plan. Reduce risk & costs from market entry mistakes. Lay the groundwork for engaging with exporting agencies & applying for government funding & export support.

WHO SHOULD ATTEND?

The workshop is open to any Canadian businesses that have domestic customers and are not currently exporting. Companies interested in more advanced exporting advice should consider ExportSpark+, a set of services focused on producing an actual Export Plan.

TO BOOK YOUR TRAINING SESSION, VISIT:
www.exportspark.com