

# TRADE ACCELERATOR PROGRAM

## DIGITAL SYLLABUS

### Day 2: Support and Advisory Resources

Date: Thursday January 16, 2025

Day 2 - Support and Advisory Resources		
9:00 am	Welcome	Recap of Day 1 <b>Lead Facilitator - Dave Archer</b>
9:10 am	Discussion	Refining your value proposition <b>Lead Facilitator - Dave Archer</b>
10:00 am	Break	
10:10 am	Presentation	Canadian Trade Commissioner Service <b>Global Affairs – Allison MacKenzie</b>
10:25 am	Q&A	Presenter will answer questions <b>Global Affairs - Allison MacKenzie</b>
10:35 am	Break	
10:45 am	Poll	Transition back from break
10:46 am	Workshop	Trade Resources Workshop <b>Lead Facilitator - Dave Archer</b>
11:30 am	Discussion	Challenges & Strategies for Overcoming Tariffs <b>Lead Facilitator - Dave Archer</b>
12:00 pm	Survey	Daily survey to be completed
12:05 pm	Presentation	Export Plan Focus: The Strategy & Company Analysis <b>Invest NS</b>
12:20 pm	Wrap-up	Topics for Next Week
12:30 pm	End of Day 2	

### Week 1: Export Plan Focus

Building an international expansion strategy, including defining goals and objectives and assessing resources.



NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER



SUPPORTING PARTNER



PROGRAM CREATORS

