

# TRADE ACCELERATOR PROGRAM

February 2022 Cohort

Day 1 – Monday February 14, 2022

8:15 am	<b>CHECK-IN</b>	
8:30 am	Welcome & Program Overview	<b>Patrick Sullivan – Halifax Chamber of Commerce</b>
8:40 am	Company Introductions	Introduction from Participants <b>Dave Archer, Facilitator</b>
10:00 am	<b>BREAK</b>	
<b>Strategic Planning for Export Markets</b>		
10:10 am	Case Study	Walk-Through Market Entry Strategies & Case Study <b>Dave Archer, Facilitator</b>
10:25 am	Workshop	Defining your market-entry strategy for your consumer goods export into new markets. <b>Dave Archer, Facilitator</b>
10:55 am	Presentation	Business Development Bank of Canada Market-Entry Strategy – Market Entry Strategy <b>Leanne Maclean– BDC</b>
11:10 am	Presentation	Business Development Bank of Canada Market-Entry Strategy – Business Model Canvas <b>Leanne Maclean– BDC</b>
11:25 am	Q&A	<b>BDC</b> to answer questions related to presentation
11:30 am	Workshop	Sketch out Business Model Canvas <b>Leanne Maclean– BDC</b>
12:30 pm	<b>LUNCH BREAK</b>	
<b>Support Services Helping You Reach New Markets</b>		
1:30 pm	Presentation	Global Affairs Canada (GAC) Services <b>Alexandre Lanteigne – Global Affairs</b>
1:45 pm	Presentation	Innovation Canada Services <b>Lisa Ehler – Innovation Canada</b>

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2:00 pm	Presentation	NSBI Services <b>Rob Black- NSBI</b>
2:15 pm	Q&A	<b>Global Affairs, Innovation Canada, and NSBI</b> to answer questions related to their presentation
2:25 pm	Workshop	Trade Resources Workshop – How to navigate market research, trade shows and various export support services <b>Dave Archer – Facilitator</b>
<b>3:00 pm</b>	<b>BREAK</b>	
<b>Legal &amp; Tax Implications to Going Global</b>		
3:15 pm	Presentation	Working and Migrating to new Markets <b>Gavin MacDonald &amp; Mohammad Ali Raza – Cox &amp; Palmer</b>
3:30 pm	Presentation	Legal Support Beyond Borders <b>Gavin MacDonald &amp; Mohammad Ali Raza – Cox &amp; Palmer</b>
3:45 pm	Presentation	Expanding Internationally – International & U.S. Tax Perspective <b>Crystal Byron – Grant Thornton LLP</b>
4:15 pm	Q&A	<b>Cox &amp; Palmer</b> and <b>Grant Thornton</b> to answer questions related to their presentation
4:25 pm	Workshop	Understanding how to manage your legal and tax obligations when doing business overseas <b>Dave Archer – Facilitator</b>
4:55 pm	Survey	
5:05 pm	Wrap Up	Next Steps and Overview of Day 2 <b>Dave Archer – Facilitator</b>
<b>5:10 pm</b>	<b>END OF DAY</b>	

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