

TRADE ACCELERATOR PROGRAM

DIGITAL SYLLABUS

Day 2: Support and Advisory Resources

Date: Wednesday January 17, 2024

Day 2 - Support and Advisory Resources		
9:00 am	Welcome	Recap of Day 1 Lead Facilitator - Dave Archer
9:10 am	Discussion	Refining your value proposition Lead Facilitator - Dave Archer
10:00 am	Break	
10:10 am	Presentation	Canadian Trade Commissioner Service Global Affairs – Allison MacKenzie
10:25 am	Q&A	Presenter will answer questions Global Affairs
10:35 am	Presentation	Accelerated Growth Service Innovation Canada – Rejean “Reggie” Belliveau
10:50 am	Presentation	Provincial Export Programs & Services Invest NS – Valerie Caswell
11:05 am	Q&A	Presenters will answer questions Innovation Canada, Invest NS
11:15 am	Break	
11:25 am	Poll	Transition back from break
11:30 am	Workshop	Trade Resources Workshop Lead Facilitator - Dave Archer
12:00 pm	Survey	Daily survey to be completed
12:05 pm	Presentation	Export Plan Focus: The Strategy & Company Analysis Jessica McCall - TAP Manager Invest NS
12:20 pm	Wrap-up	Topics for Next Week
1:00 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

