

# TRADE ACCELERATOR PROGRAM

## DIGITAL SYLLABUS

### Week 1 – Day 2: Support and Advisory Resources

Date: Wednesday October 6<sup>th</sup>, 2021

Week 1 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 – Alex Lanteigne</b>
10:25 am	Presentation	Business Scale Up and Productivity <b>ACOA – Craig Williams</b>
10:45 am	Q&A	Presenters will answer questions <b>Global Affairs, ACOA</b>
10:55 am	Presentation	Accelerated Growth Service <b>Innovation Canada – Lisa Ehler</b>
11:10 am	Presentation	Provincial Export Programs & Services <b>NSBI – Rob Black</b>
11:25 am	Q&A	Presenters will answer questions <b>Innovation Canada, NSBI</b>
11:35pm	Break	
11:40 pm	Poll	Transition back from break
11:45 pm	Workshop	Trade Resources Workshop <b>Lead Facilitator - Dave Archer</b>
12:25 pm	Survey	Daily survey to be completed
12:35 pm	Presentation	Export Plan Focus: The Strategy & Company Analysis <b>Jessica McCall - TAP Manager NSBI</b>
12:50 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 PARTNERS



PROGRAM CREATORS

