

TRADE ACCELERATOR PROGRAM

February 2022 Cohort

Day 2 – Tuesday February 15, 2022

8:15 am	CHECK-IN	
8:30 am	Workshop	Company Value Proposition Review Dave Archer – Facilitator
9:15 am	Presentation	Introduction to Export Development Canada Tarek Al-Owaish – EDC
9:30 am	Q&A	EDC to answer questions related to presentation
Financial Requirements Support Exports		
9:40 am	Presentation & Quiz	Capital Markets Philip De Stefano and Lorina Kupelian- RBC
10:00 am	Presentation & Quiz	Financial Considerations Paul Malcolm - RBC
10:20 am	Presentation	Trade Finance Stephen McMillan - RBC
10:35 am	Q&A	RBC to answer questions related to presentation
10:45 am	Workshop	Trade Finance Workshop Dave Archer – Facilitator
11:15 am	BREAK	
International Marketing & Sales		
11:25 am	Presentation	Marketing Localization, Brand Awareness Building Ashwin Kutty - WeUsThem
11:40 am	Presentation	Digital Marketing Ashwin Kutty - WeUsThem
11:55 am	Presentation	E-Commerce Ashwin Kutty - WeUsThem
12:10 pm	Q&A	WeUsThem to answer questions related to their presentation

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12:20 pm	Presentation	Buying Motivators Dave Archer – Lead Facilitator
12:35 pm	Presentation	Selling Services vs Products Dave Archer – Lead Facilitator
12:50 pm	LUNCH	
1:30 pm	Presentation	Approaching New Potential Prospects Dave Archer – Lead Facilitator
1:45 pm	Presentation	Managing International Distribution Channels Dave Archer – Lead Facilitator
2:00 pm	Q&A	
2:10 pm	Presentation	Selling into a Global Marketplace Symplicity – Matt Symes
2:25 pm	Presentation	The Art of Negotiation Symplicity – Matt Symes
2:40 pm	Presentation	How to design and implement an effective Action Plan Symplicity – Matt Symes
2:55pm	BREAK	
3:05 pm	Presentation	KPIs and control mechanisms Symplicity – Matt Symes
3:20 pm	Presentation	Optimizing your Business Processes Symplicity – Matt Symes
3:35 pm	Q&A	Symplicity to answer questions related to their presentation
3:45 pm	Sales Roleplay	Dave Archer – Facilitator
4:55 pm	Survey	
5:00 pm	Wrap Up	Next Steps and Overview of Day 3 Dave Archer – Facilitator
5:05 pm	END OF DAY	

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