

Basics of Exporting
Thursday, February 8, 2018

Holiday Inn Winnipeg-South, 1330 Pembina Hwy, Winnipeg, MB R3T 2B4

8:30 – 9:00	Registration and Continental Breakfast
9:00 – 9:15	Welcome-Housekeeping-Introduction of First Speaker Jennifer Strath, Food & Beverage Manitoba
9:15 – 9:45 5 mins Q & A	Why today is important? From an entrepreneur’s perspective...how to prepare and what to expect, exporting experience – opportunities and challenges. Pina Romolo, Owner, Piccola Cucina
9:45 – 10:20 10 mins Q & A	Am I Export Ready? What businesses need to think about before exporting (including obtaining an import/export number, HR, financing, logistics, capacity, is there a demand for your product outside of MB, understanding value chains, etc.) Mila Ruiz Turiaf, Growth, Enterprise and Trade, Manitoba Trade and Investment (MTI)
10:20 – 10:35	Break/Networking
10:35 – 11:20 5 mins Q & A	Do I Need an Export Plan? What is an Export Plan? Why do you need one and what to consider when putting one together. Alberto Velasco, World Trade Centre Winnipeg (WTC Winnipeg)
11:20 – 12:00 5 mins Q & A	Overview of the U.S. Market and Trends Jeff Fidyk, Manitoba Agriculture, Food and Agri-Product Processing (FAPP)
12:00 – 12:45	Lunch/Networking
12:45 – 1:30 10 mins Q & A	Overview of Legal and Tax Considerations for Exporters Tax Law – Leilani Kagan, Thompson Dorfman Sweatman LLP Business Immigration – Jennifer McRae, Thompson Dorfman Sweatman LLP
1:30 – 2:30 10 mins Q & A	Regulatory Requirements to sell Outside of Manitoba Katie Sandhu, Manitoba Agriculture, Food and Agri-Product Processing (FAPP)
2:30 – 2:45	Break/Networking
2:45 – 3:45 10 mins Q & A	Overview of US Labelling Regulations Shawn Kuharski, Food Development Centre (FDC)
3:45 – 4:05 10 mins Q & A	Am I Ready? Is the U.S. the market for you? Self-assessment tool. Kathy Sawchuk, Manitoba Agriculture, Food and Agri-Product Processing (FAPP)
4:05 – 4:15	Wrap-up/Evaluations/Questions Jennifer Strath, Food & Beverage Manitoba