

**Basics of Exporting**  
**Thursday, February 8, 2018**

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

8:30 – 9:00	<b>Registration and Continental Breakfast</b>
9:00 – 9:15	<b>Welcome-Housekeeping-Introduction of First Speaker</b> Jennifer Strath, Food & Beverage Manitoba
9:15 – 9:45 5 mins Q & A	<b>Why today is important?</b> 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	<b>Am I Export Ready?</b> 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	<b>Break/Networking</b>
10:35 – 11:20 5 mins Q & A	<b>Do I Need an Export Plan?</b> 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	<b>Overview of the U.S. Market and Trends</b> Jeff Fidyk, Manitoba Agriculture, Food and Agri-Product Processing (FAPP)
12:00 – 12:45	<b>Lunch/Networking</b>
12:45 – 1:30 10 mins Q & A	<b>Overview of Legal and Tax Considerations for Exporters</b> Tax Law – Leilani Kagan, Thompson Dorfman Sweatman LLP Business Immigration – Jennifer McRae, Thompson Dorfman Sweatman LLP
1:30 – 2:30 10 mins Q & A	<b>Regulatory Requirements to sell Outside of Manitoba</b> Katie Sandhu, Manitoba Agriculture, Food and Agri-Product Processing (FAPP)
2:30 – 2:45	<b>Break/Networking</b>
2:45 – 3:45 10 mins Q & A	<b>Overview of US Labelling Regulations</b> Shawn Kuharski, Food Development Centre (FDC)
3:45 – 4:05 10 mins Q & A	<b>Am I Ready? Is the U.S. the market for you?</b> Self-assessment tool. Kathy Sawchuk, Manitoba Agriculture, Food and Agri-Product Processing (FAPP)
4:05 – 4:15	<b>Wrap-up/Evaluations/Questions</b> Jennifer Strath, Food & Beverage Manitoba