

Export 101 Workshop: Preparing to Enter the United States Market



Are you thinking of exporting your food product to increase your sales and reduce your dependency on local and domestic markets?

Preparing your company to export can be overwhelming and time consuming, but it can also be extremely beneficial for your business. Join us in-person for a two-day exporter preparedness workshop led by Manitoba Agriculture.

Dates: **November 21 and 22, 2023**

Time: **9:15 a.m. - 4:30 p.m.**

Location: **Winnipeg Winter Club, 200 River Avenue, Winnipeg**

Cost: **\$30 per person for one day or \$50 per person for both days**

Registration deadline: November 14, 2023

Learn the **fundamentals of successfully preparing to export to the U.S. market**. Topics include:

Day 1

- how to prepare and what to expect from your export journey
- why market research is so important and how to use it
- what to consider when pricing your product to export
- overview of food safety requirements to export and U.S. labeling regulations
- business, legal and tax considerations for exporters

Day 2

- overview of exporting requirements
- how to facilitate trade to the U.S.
- highlight supply chain service providers and their importance in exporting
- why an export plan is so important and what to consider when developing one
- highlight of in-market supports for your business and product(s)
- how to assess your overall export readiness

To register or for more information, click [here](#).



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