

## NEIA International Business Development Symposium

Friday, May 24, 2013

Sheraton Hotel

- 8:30** (Lobby) Registration and Tradeshow
- 9:00** (Salon B) Welcome / Overview of Day. Ted Lomond, Executive Director, NEIA
- 9:10** (Salon B) Operating an International Seafood Business from Atlantic Canada: Challenges and Opportunities, Martin Sullivan, President and CEO, Ocean Choice International
- 9:40** (Salon B) International Opportunities with Marine Institute. Bill Chislett, Director, MI
- 10:10** (Lobby) Networking Session and Tradeshow
- 10:25** Breakout Sessions:
- 1) (Salon C) Understanding Opportunities Available Through International Financial Institutions. Amber MacKereth, Senior Consultant, The Barrington Consulting Group Inc.
  - 2) (Salon D) Introduction to Exporting, Rebecca Hefferton, International Trade Officer, Department of Innovation, Business and Rural Development (IBRD)
- 11:05** (Lobby) Networking Session and Tradeshow
- 11:20** Breakout Sessions:
- 1) (Salon C) Seizing Opportunities Available Through International Financial Institutions. Amber MacKereth, Senior Consultant, The Barrington Consulting Group Inc.
  - 2) (Salon D) “Beyond Your Backyard Export Diagnostic – A Systematic Approach to Export Development.” Ted Lomond, NEIA and Susan Vaughan, IBRD.
- 12:00** (Salon B) **“Let’s Talk Exports” Luncheon. Peter Hall, CEO and Chief Economist, Export Development Canada (EDC)**
- 2:00** Breakout Sessions:
- 1) (Salon C) Trade Shows Do’s and Don’ts. Carolann Pollett, International Trade Officer, IBRD
  - 2) (Salon D) Understanding International Trade and Investment Law. Mark A. Russell, International Trade and Investment Lawyer, Cox & Palmer.

- 2:40** (Salon D) International Business Development: Activities, Supports and Strategies. Mike Howley, Atlantic Canada Opportunities Agency (ACOA) and Susan Vaughan, IBRD
- 3:10** (Lobby) Networking Session and Tradeshow
- 3:25** Breakout Sessions:
- 1) (Salon C) Financing International Business Activity Panel Discussion. Julia Lee, Business Development Bank of Canada (BDC), Patrick Murphy (EDC), and Mike James, (RBC)
  - 2) (Salon D) Facilitating Trade through Business Network Development. Chris Palmer, Principal & Partner, Connections Research / Islands North
- 4:05** (Salon B) Wrap Up and Introduction to GLOBE 2014
- 4:15** (Lobby) Networking Session and Tradeshow

#### **VALUE-ADDED OPPORTUNITIES:**

##### **Networking and Matchmaking**

**9:00 to 5:00 pm:** If you would like to meet specific delegates or delegates with specific interests, NEIA will attempt to broker those connections. There will also be a private meeting room available for delegates to meet one-on-one with other delegates.

##### **Confirm if the Fundamentals of your Business are Strong Enough to Consider Exporting**

**9:00 to 12:00 pm:** Geoff Tooton, Partner, Consulting, The Business Development Bank of Canada (BDC) will be available for 30-minute one-on-one discussions with firms at no cost. Registrations are limited and will be booked in advance by e-mail or the morning of the session. Appointments will be booked on a first-come, first-served basis.

Geoff Tooton is a seasoned business generalist with diverse experience in the private and public sectors. For the past 3.5 years, Geoff has been with BDC Consulting, offering customized consulting solutions for the challenges entrepreneurs face every day by helping them assess, plan and implement results-driven, cost-effective management solutions, whatever the company's stage of development. Geoff earned his MBA at Athabasca University. The topics that Geoff is ready to discuss with you are:

- Business Planning
- Marketing
- HR
- Operational Efficiency
- SR&ED Tax Credits
- Information Communications Technology
- Business Transition/Succession

Spending a few minutes with Geoff to discuss the strengths and weaknesses of these attributes of your business will help you to determine your readiness to either start exporting or to increase the amount of exporting you're now doing.

**Tailoring your Market Research and Business Networking**

**9:00 to 12:00 pm:** Chris Palmer, Principal & Partner, Connections Research / Islands North will be available for 30 minute one-on-one discussions with firms at no cost. Registrations are limited and will be booked in advance by e-mail or the morning of the session. Appointments can be booked on a first come – first serve basis.

**International Financial Institution Opportunities for You**

**2:00 to 5:00 pm:** Amber MacKereth, Senior Consultant, The Barrington Consulting Group Inc. will be available for 30 minute one-on-one discussions with firms. Registrations are limited and will be booked in advance by e-mail or the morning of the session on a first come – first serve basis.