



## EXPORT READINESS TRAINING PROGRAM



### BC Wood Announces Export Readiness Training Program

June 29<sup>th</sup>, 2021 – August 24<sup>th</sup>, 2021

(1.5 hours every Tuesday morning from 8:30 – 10:00 AM)

The BC Wood Export Readiness Training Program is an in-depth webinar based 9-module program developed for BC's wood products industry that will guide participants through the complete process of exporting. This will be the 4<sup>th</sup> cohort of this popular and productive series.

*"I wish you would have been around 12 years ago when we started out operation, I ended up learning from the school of hard knocks, this would of save me so much pain. Many of the points you brought up were not foreign to me but organizing this into a structured workflow was extremely helpful to me." Bob Lennon, ThermalWood Canada Inc.*

The modules are broken into three phases, starting with determining export readiness, then offering tactical lessons in performing research, learning about key markets, building Export Plans and identifying the best fit partners, followed by a number of hands-on webinars with experts on dealing with logistics, international finance, virtual selling, how to price your product and other trade topics that will provide specific and actionable advice on expanding internationally.

*"Even though we have just started the "ready for export program" from BC wood, I am confident that we will leave the program with a good understanding and strategy for exporting our product to the USA. I also feel that we will gain a wealth of contacts to ask questions beyond the end of this program." Brian Salzgeber – Canmore Woodcrafters Ltd.*

This program has been developed using best practices of other export marketing training programs, but focused on wood products manufacturers specific needs, and will be delivered with input from industry members representing a variety of wood manufacturers.



You can choose

individual modules specific to your needs, but we highly recommend you take the time to participate in all the modules, if you can. They will each be delivered once over the next nine weeks and will be a progression starting with Module 1 on June 29<sup>th</sup>.

Join BC Wood and our professional trainer Greg Henderson from ExportSpark, along with numerous industry members to learn how to successfully expand your reach, revenues and opportunities!

Fees include presentation slides and recordings of each Module, as well as follow-up links and information to help you get the most out of your participation. *One-on-one coaching and mentoring will also be offered to each company if requested, for no additional charge.*

## EXPORT READINESS TRAINING PROGRAM REGISTRATION FORM

To register, fill out the information below and email it to [rwalker@bcwood.com](mailto:rwalker@bcwood.com). Fees include presentation slides and recordings, as well as follow-up links and information to help you get the most out of your participation.

Single Module(s) \$ 29.00 each per person

- |  |  |   |
|--|--|---|
| <input type="radio"/> Module 1 - Export Readiness        | <input type="radio"/> Module 2 - Sales & Marketing Readiness   | <input type="radio"/> Module 3 - Researching Markets                  |
| <input type="radio"/> Module 4 - Building an Export Plan | <input type="radio"/> Module 5 - Finding the Right Partners    | <input type="radio"/> Module 6 - International Logistics              |
| <input type="radio"/> Module 7 - International Finance   | <input type="radio"/> Module 8 - Selling Virtually & Digitally | <input type="radio"/> Module 9 - Pricing, Trade Agreements & Programs |

**Or**

- 9 Module Package \$180.00 per person (request discount pricing for multiple attendees per company)

## REGISTRATION INFORMATION

\_\_\_\_\_  
FIRST NAME AND LAST NAME EMAIL

\_\_\_\_\_  
COMPANY

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY PROVINCE POSTAL CODE

\_\_\_\_\_  
PHONE ACCOUNTING NAME ACCOUNTING EMAIL

- MASTERCARD     VISA     CHEQUE\*

\_\_\_\_\_  
CARD NUMBER EXPIRY

\_\_\_\_\_  
CARDHOLDER'S NAME

\_\_\_\_\_  
CARDHOLDER'S SIGNATURE

\*PLEASE MAKE ALL CHEQUES PAYABLE TO --  
BC Wood Specialties Group  
MAIL CHEQUES TO --  
BC Wood Specialties Group 200 - 9292 200 St.  
Langley, BC, V1M 3A6