



EXPORT READINESS TRAINING PROGRAM

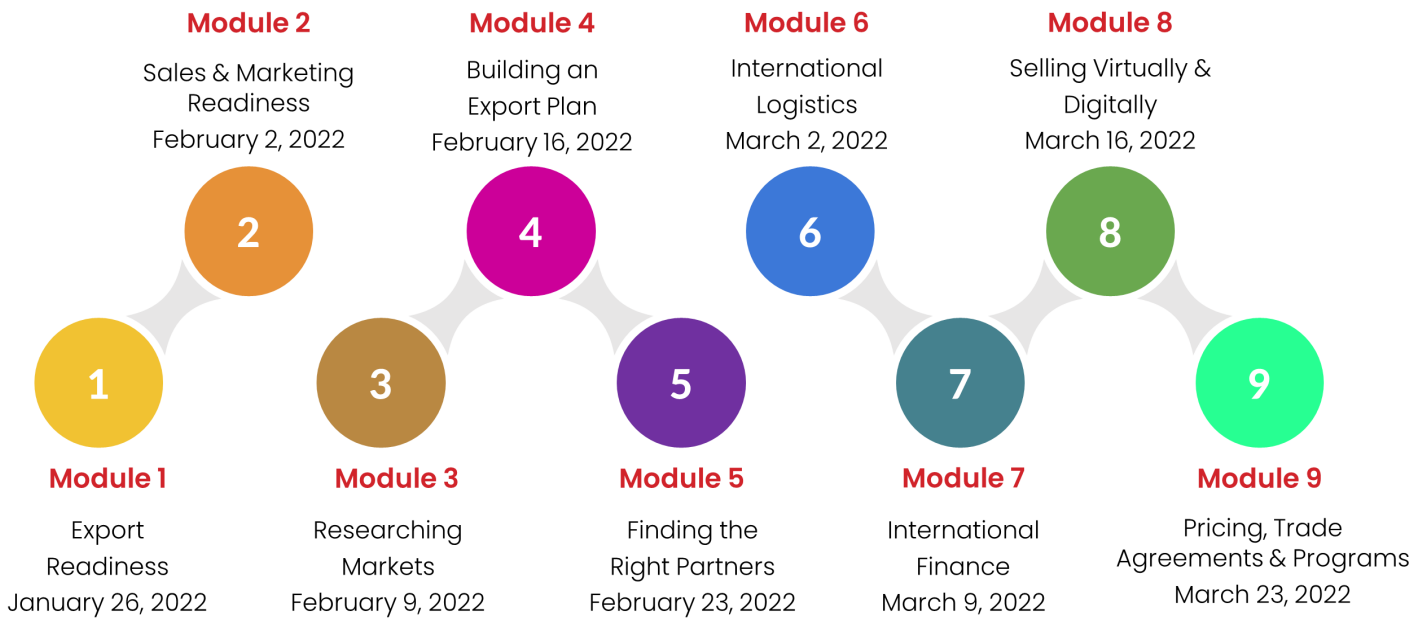
BC WOOD ANNOUNCES EXPORT READINESS TRAINING WEEKLY, STARTING JANUARY 26TH FROM 8:30 AM- 10:00 AM PST

The Export Readiness Training Program is an in-depth webinar based 9-module program developed for Canada's wood products industry that will guide participants through the complete process of exporting.

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 and other trade topics that will provide specific and actionable advice on expanding internationally.

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.

"I wish you would have been around 12 years ago when we started our operation! I ended up learning from the school of hard knocks - and this would have saved 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. Thanks again for all the assistance you have given me and ThermalWood Canada."
Bob Lennon, International Marketing & Sales Director, ThermalWood Canada Inc.



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.

"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.

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!



EXPORT READINESS TRAINING PROGRAM REGISTRATION FORM

To register, fill out the information below and email it to 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: \$29 EACH PER PERSON

PLEASE SELECT ALL REQUESTED (ADDITIONAL TRAINING MODULES CAN BE ADDED AT ANYTIME)

- | | | |
|---|---|---|
| <input type="radio"/> MODULE 1 (JAN 26, 2022)
EXPORT READINESS | <input type="radio"/> MODULE 2 (FEB 2, 2022)
SALES & MARKETING READINESS | <input type="radio"/> MODULE 3 (FEB 9, 2022)
RESEARCHING MARKETS |
| <input type="radio"/> MODULE 4 (FEB 16, 2022)
BUILDING AN EXPORT PLAN | <input type="radio"/> MODULE 5 (FEB 23, 2022)
FINDING THE RIGHT PARTNERS | <input type="radio"/> MODULE 6 (MAR 2, 2022)
INTERNATIONAL LOGISTICS |
| <input type="radio"/> MODULE 7 (MAR 9, 2022)
INTERNATIONAL FINANCE | <input type="radio"/> MODULE 8 (MAR 16, 2022)
SELLING VIRTUALLY & DIGITALLY | <input type="radio"/> MODULE 9 (MAR 23, 2022)
PRICING, TRADE, AGREEMENTS & PROGRAMS |

OR

- 9 MODULE PACKAGE: \$180 PER PERSON** (REQUEST 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

PAYMENT INFORMATION

- MASTERCARD VISA CHEQUE*

*PLEASE MAKE ALL CHEQUES PAYABLE TO --
BC Wood Specialties Group

CARD NUMBER

EXPIRY

MAIL CHEQUES TO --

BC Wood Specialties Group
200 - 9292 200 St.
Langley, BC, V1M 3A6

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

FOR MORE INFORMATION

Contact Randi Walker at rwalker@bcwood.com or 604-309-6683