



2022 Export and Market Information Workshop

JULY 21 | AUG 17 | SEPT 20 & 22

BC Wood has launched a series of advanced exporting workshops focused on helping value-added wood manufacturers expand to more international markets.

THE WORKSHOPS

WORKSHOP 1: FINDING GOOD INTERNATIONAL DISTRIBUTORS

JULY 21 | 8:30 AM - 10:30 AM PST | ZOOM

The Finding Good International Distributors workshop reviews best practices around selling successfully outside of Canada through partners. Topics include:

- How do I find partners in markets outside of the US and Canada?
- How do I know if they are trustworthy?
- How do I validate a partner in an international market?
- How do I ensure they can do what our company needs them to do?
- What needs to be in the contract to reduce risk to our company?

WORKSHOP 2: NEW EXPORT MARKETS - OPPORTUNITIES IN THE UK, EUROPE, JAPAN, KOREA, AUSTRALIA, AND ASIA PACIFIC

AUGUST 17 | 3:00 PM - 5:00 PM PST | ZOOM

The New Export Markets course will provide participants with an overview of a number of new markets of interest, product demand and key details on how to negotiate with buyers from these markets. This workshop is a must for those registered for the Global Buyers Mission!

WORKSHOP 3: SELECTING INCOTERMS® FOR INTERNATIONAL CONTRACTS & SHIPPING

SEPT 20 & 22 | 8:30 AM - 10:30 AM PST | ZOOM

With shipping costs now at some of the highest levels in history and increased risk from supply chain disruptions, it is important for anyone working for a wood product company that touches the exporting & shipping process to understand Incoterms®. You will learn:

- All 11 Incoterms® and applicable Articles commonly used when exporting products internationally or procuring inputs or products from outside of Canada
- How to select and negotiate them into contracts for shipping
- Common wood product shipping scenarios
- How specific terms affect shipping
- Shipping contracts best practices

THE SPEAKER

GREG HENDERSON is the Founder and Co-Owner of Exportspark Services Inc., a Canadian-based consulting company that provides training & advisory services on exporting and international trade topics.

Greg is a Certified International Trade Professional (CITP) and Registered Incoterms® 2020 Trainer with over 25 years of international business development experience gained on the ground in over 55 countries. Over 500 participants from dozens of countries around the world have attended Exportspark international trade training courses.



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Please fill out and email to Rumin at rmann@bcwood.com

THE COST

\$149/person for all 3 workshops OR **\$59**/person for each workshop

GBM REGISTRANTS SPECIAL RATE:

\$75/person for all 3 workshops OR **\$29**/person for each workshop

- ☐ YOU QUALIFY FOR THE GBM RATE
- ☐ WORKSHOP 1: Finding Good International Distributors
JULY 21, 8:30AM - 10:30AM
\$59 / \$29 per person
- ☐ WORKSHOP 2: New Export Markets - Opportunities in the UK, EU, Japan, Korea, Australia, and the Asia Pacific
AUG 17, 3:00PM - 5:00PM
\$59 / \$29 per person
- ☐ WORKSHOP 3: Selecting Incoterms® for International Contracts and Shipping
SEPT 20 & 22, 8:30AM - 10:30AM
\$59 / \$29 per person
- ☐ ALL THREE FOR \$149 OR \$75 PER PERSON

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



Recordings of each session will be emailed to you afterwards

FOR MORE INFORMATION

Contact Rumin Mann at rmann@bcwood.com or toll free at 1.877.422.9663