

01_ Overview

The BC Wood Export Training Program (ETP) is a series of virtual courses on exporting designed to help Canadian wood product companies drive revenue from international markets.

Each of the five courses in total provides exporting best practices & training on key international trade topics that companies need to understand to succeed at selling outside of Canada.

02_ ETP Course Diagram



03_ 2024 schedule

Below is the current schedule for all ETP courses in spring of 2024. All times are PST.

Date	Activity	Time (PST)	Course or Activity
FEBRUARY			
Thurs., Feb 29th	ETP1	8:30-10:30	Preparing to Export
MARCH			
Tues., March 5th	ETP2	8:30-10:30	International Selling
Tues., March 12 th	ETP3	8:30-10:30	International Distribution & Pricing
Tues., March 19 th	ETP4	8:30-10:30	International Finance
Tues., March 26 th	ETP5	8:30-10:30	International Logistics



**EXPORT TRAINING
PROGRAM**

04_ Course Descriptions

The five courses cover exporting best practices, selling & marketing internationally, finding good distributors, setting margins & pricing, international finance and international logistics and Incoterms. The courses are all 2 hours in length, instructor-led and delivered virtually.

Export Training Course 1 (ETP1) – Preparing to Export

The initial course is meant for new exporters or staff that were previously focused on domestic sales and are now taking on international.

Course	Desired Outcomes
Preparing to Export	Participants will learn best practices around exporting products outside of Canada, including reviewing export readiness, researching target markets, determining minimum requirements for shipping and Export Plans.
Date: Thursday, February 29 th , 2024, 8:30 AM to 10:30 AM PST	
Course Description	
The opening course introduces exporting to Canadian wood product companies and what is required within an organization to be successful at international. Topics include assessing a company’s exporting readiness, reviewing internal resources, roles and exporting requirements, performing market research, determining minimum requirements to ship products across borders and creating an Export Plan.	



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Export Training Course 2 (ETP2) – International Selling

Course	Desired Outcomes
International Selling	Participants will review best practices around selling into international markets, including understanding culture & business practices, pitching value propositions, preparing for trade shows & marketing into new markets.
Date: Tuesday, March 5 th , 2024, 8:30 AM to 10:30 AM PST	
Course Description	
<p>The second course reviews best practices around selling value-added products outside of Canada.</p> <p>Topics include the importance of creating a local market value proposition, local business practices and how culture affects them, preparing for in-market trade shows and common marketing & sales support tools and activities that help drive sales in export markets.</p>	

Export Training Course 3 (ETP3) – International Distribution & Pricing

Course	Desired Outcomes
International Distribution & Pricing	Participants will learn best practices around selling indirectly through partners, validating & onboarding good distributors and setting margins & pricing for international markets.
Date: Tuesday, March 12 th , 2024, 8:30 AM to 10:30 AM PST	
Course Description	
<p>The third course introduces the concept of indirect sales through partners in target markets, and best practices around setting good margins and dealing with international pricing.</p> <p>Topics include reviewing the benefits of indirect sales, determining partner obligations in-market, validating good partners, setting favourable margins to drive sales and determining international pricing.</p>	



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Export Training Course 4 (ETP4) – International Finance

Course	Desired Outcomes
International Finance	Participants will review common international financing programs, tools & banking formats involved in selling and collecting payments from international markets.
Date: Tuesday, March 19 th , 2024, 8:30 AM to 10:30 AM PST	
Course Description	
<p>The fourth course reviews core concepts around financing exporting activities and what companies will run into when dealing with billing, payments and financing deals.</p> <p>Topics include best practices around working with new credit sources, AR financing, currency conversion and Letters of Credit.</p>	

Export Training Course 5 (ETP5) – International Logistics

Course	Desired Outcomes
International Logistics	Participants will learn how to prepare products for exporting, negotiate international shipping contracts and select the best Incoterms®.
Dates: Tuesday, March 26 th , 2024, 8:30 AM to 10:30 AM PST	
Course Description	
<p>The final course reviews the most common topics related to shipping products internationally and how to select and negotiate terms that best fit a company’s abilities, risk levels and cost thresholds.</p> <p>Topics include reviewing common shipping formats for exporting, negotiating contracts and reviewing and selecting Incoterms® in order to reduce risks and help control costs.</p>	