



**Saskatchewan Trade  
and Export Partnership**  
500 – 402 21<sup>ST</sup> Street East  
Saskatoon, Saskatchewan  
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#### **Key Contact**

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STEP is an innovative marketing agency that delivers export marketing services for Saskatchewan exporters. Created by Saskatchewan's industry leaders and government, this unique non-profit corporation has been directed to create opportunities for sales, contracts, and projects for its membership.

**Sectors:** Agriculture, biotechnology, agri-food, energy, education and training, environment, information and communication technology, building technologies and materials and health.

#### **Services/Mandate**

STEP provides services to promote Saskatchewan exporters' products and services around the world. Saskatchewan exporters become members of STEP to gain access to a comprehensive cost-effective approach to export market development. On behalf of all members, trade specialists apply their skills and experience to promote all products and services. This same principle also proves cost effective in gathering marketing intelligence, developing members' export skills and expanding an international network of business contacts.

## **SASKATCHEWAN TRADE AND EXPORT PARTNERSHIP**



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This organization is dedicated to increasing members export revenues and accomplishes this through:

- Identifying and developing international market opportunities utilizing the extensive array of international marketing experience and knowledge of its trade specialists
- Matching the member products/services with market opportunities
- Preparing the exporter for the international marketplace by providing them with:
  - Market intelligence
  - Export financing expertise
  - Realistic guidance on short and long term market prospects
  - Opportunities for export skills development for the international marketplace
  - 'On-the-ground' market representation, development, promotion and support
  - Networking opportunities with experienced Saskatchewan exporters
  - Access to a wide array of international business contacts, and
  - Providing its members access to leading edge technology to advertise their products/services.

