

ATML/DOC

.b 4232240 (E)

.b 4232252 (F)

Tuesday, November 11

6:20-6:30 pm **Transportation**

Buses depart for reception at the Canadian Embassy

7:00-9:00 pm **Welcome Reception** hosted by Ambassador Raymond Chretien

Address by Minister Sergio Marchi

Remarks: Charles S. Coffey, Executive Vice President, Business Banking
Royal Bank of Canada

Location: Canadian Embassy

Wednesday, November 12

All sessions at *Westin Hotel, 2350 M Street N.W., Washington, D.C.*, unless otherwise noted.

7:30-8:00 am Registration for participants who have yet to register

Location: Hotel lobby

8:00-9:30 am **Breakfast**

Opening Remarks by Minister Sergio Marchi

Location: M St. Grille

Mentors' Theme: Getting Started

US Mentor: Sue Ghosh, Attorney at Law, Law Offices of Sue Ghosh

Cdn Mentor: Céline Hervieux-Payette, Senator, The Senate of Canada, and
Andrina Lever, President, Lever Enterprises

9:30-12:30 **International Business Development Workshops**

Dialogue with Minister Sergio Marchi

Location: Thomas

9:30-12:30 Other workshops: Dupont, Chevy Chase and Logan.

Registration desk will have detailed schedule information.

Developing a Successful Export Plan and Strategy

Presenter: Joy Playford, Branch Manager, Business Development
Bank of Canada

US Mentor: Pamela Tomski, Consultant, Millennium Intermarket Group

Cdn Mentor: JoAnna Townsend, Director, Small and Medium Size Enterprise
Division, Department of Foreign Affairs and International Trade

Effective planning and strategy implementation is the foundation of sustained success. In this workshop participants will discuss establishing a corporate objective for export expansion and explore the essential elements of an export plan.

International Market Research using "Tools of the Trade"

Presenter: Diane Girard, President, MicroTrain International

Mentor: Margret Kennedy, Market Relationship Manager, Women-
Owned Businesses, IBM Canada Limited

An overview of the essential elements involved in conducting market research and how you can benefit by using unique "tools of the trade".

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