

OCTOBER 2-4, 2017 HILTON LAC LEAMY, NATIONAL CAPITAL REGION, CANADA

YOUR FUTURE IN GLOBAL MARKETS

2017 international business conference

Presented by FITT – celebrating 25 years of creating high performers in international trade

CONFERENCE NOTES

Secrets to success master class

Moderator: Sylvain Charbonneau, CITP

Panelists:

- Amy Karam
- Paul Sweeny
- Paula Greene, CITP
- Diane Girard, CITP

Further Resources:

[Amy Karam](#)

[Paul Sweeny](#)

[Paula Greene](#)

[Diane Girard](#)

Amy's secrets to success:

- Emerging markets can't be ignored, they are the future
- China is expanding globally, cannot ignore them
- Canada needs to stay ahead of the global competition, needs to be innovative
- Politics are essential- embrace them
- Most of culture is invisible, search for it and do your research
- Fair trade – be proactive
- Partnerships are necessary, but approach with caution
- Practice cooperation with other organizations – “frenemies”
- Trash sales targets – be in it for the long run
- Customer relationships – build and understand your audience
- Do not impose your ways – build trust with relationships
- Know ethical protocol
- Figure out how to adapt – cooperate
- You gotta be nice! Invest time
- Be careful when abroad

- Have a backup
- Ask questions
- Think globally
- Motivation = aggressive need to be driven

Paul's secrets to success:

- Everyone should make an investment in the company
- Do not be afraid of exporting – go for it!
- Know the cultural differences around the world and adapt
- Have meetings in person
- Know and trust your partners
- Canadians need to export more and take risks

Paula's secrets to success:

- Tailor your offerings – prepare for global markets
- Always do and revise your [SWOT analysis](#): strength, weakness, opportunities, threats
- Evaluate potential exports
- [PEST analysis](#): political, economical, social, technological
- Review your USP: [unique selling proposition](#)
- Do you research
- Do you really appeal globally?
- Engage experts and learn from them
- Understand your USP – adapt to market needs
- Make an investment
- Research, prepare and follow-up
- Learn from the experts
- Know the process
- Take the time to get more out of networking
- Build your business
- Important to have one-on-one contact
- Do follow-ups
- Consider that you may need an agent
- Try to manage your risk when beginning partnerships

Diane's secrets to success:

- Find your niche
- Find good partners

- Leverage technology
- Trade in goods – have movement of your products
- Trade in services – have movement of people
- Canada has lots of untapped opportunities
- 4 modes: service cross border, buyer crosses border, presence in the market, service provider crosses border
- Strategic alliances = partnerships
- Use technology tools
- Collaboration
- Compliment
- Communication
- Find your right fit
- Work ethic important
- Shared values

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