CONFERNECE NOTES

Secrets to success master class

*Moderator:* Sylvain Charbonneau, CITP

*Panelists:*
- Amy Karam
- Paul Sweeney
- Paula Greene, CITP
- Diane Girard, CITP

*Further Resources:*
- Amy Karam
- Paul Sweeney
- 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

Presented in partnership with:

Platinum Partner

Silver Partners

Feature Partners