

U.S. Capacity Building Session  
February 24-25, 2020  
Halifax Conference Centre

## Agenda

### Monday, February 24, 2020

- 9am Registration and light breakfast
- 9:30am Welcome
- 9:50am **Developing a Winning Sales Pitch: The Art of your Story**  
Guest Speaker: Andrea Johnson, Chief Storyteller at Brain Candy  
*Storytelling is a powerful business tool and a skill that every business building a powerful and lasting brand should master. Storytelling is a key competitive advantage and the backbone of effective sales and marketing strategies. We will look at the architecture of storytelling and why it matters in developing a winning sales pitch.*
- 10:40am Communications break
- 10:55am **AAFC Services and Support for Canadian Companies**  
Cheryl Donnelly, Senior Market Development Officer at AAFC-AAC  
*With a background in Public Relations, Cheryl has over 10 years experience working at Agriculture and Agri-Food Canada (AAFC) in international affairs. She is the Senior Market Development Officer, responsible for the EU, Middle East and Africa. In her presentation, she will give an update of Agriculture and Agri-Food Canada's program and service support for Canadian companies' interest in the U.S. market opportunities.*
- 11:20am **Global Customs and Compliance**  
Dawn Truell, President & CEO at Cross Border Services  
*Presentation details to be confirmed.*
- 12:15pm Lunch
- 1pm **Market Overview of New England**  
Colette Lekborg, Trade Commissioner, Consulate General of Canada in Boston  
*Presentation details to be confirmed.*
- 1:40pm **Market overview of Georgia, North Carolina, Florida**  
Cecile Landgrebe, Trade Commissioner, Consulate General of Canada in Atlanta  
*Cecile will talk about trends in these markets including the growing demand for organic and natural products.*
- 2:20pm **North American Craft Alcohol Markets, Channels and Challenges**  
Matthew Waldron, Trade Commissioner, Consulate General of Canada in Miami  
*Matthew has developed an expertise on the international Craft Beer marketplace and its channel sectors. In his presentation, he will present a market overview for Canadian suppliers of alcoholic beverage products interested in selling into the U.S. He will talk about how the U.S. Alcoholic Beverage Industry is regulated, the U.S. Three-Tier System, the Certificate of Label Approval, and more.*
- 3pm **One-on-one meetings**  
*This is an opportunity for you to sit down face to face with these subject matter experts and to ask questions and discuss your own company challenges. This one-on-one time is extremely valuable and promises to help you overcome any barriers you may currently be facing with your efforts to export to the U.S.*
- 5pm Networking Reception

Tuesday, February 25th

8:30am Welcome

8:40am **U.S. Market Overview & Participating in Trade Commissioner Programs**

Brittany Foley, Trade Commissioner, Consulate General of Canada in Detroit

*Brittany will present a general overview of the U.S. market, with key sectors and buyers in each region introduced. She will then discuss a selection of programs run by U.S. trade commissioners that offer low-cost opportunities to reach buyers.*

9:25am **The Land of 10,000 Lakes, Cornhuskers, and the Movie Fargo: Why You Shouldn't Fly Over the U.S. – Upper Midwest (especially if you sell food)**

Christina Connelly, Trade Commissioner, Consulate General of Canada in Minneapolis

*Christina will present on the historical context and current trends within the grocery retail, distribution, foodservice, and Agri-Innovation channels in the states of Minnesota, Iowa, Nebraska, South Dakota, and North Dakota. The presentation will conclude with a focus on opportunities for Canadian suppliers and innovators within this rapidly changing and growing hub for agriculture and food.*

10am Nutrition break

10:15am **Navigating U.S. FDA Requirements USA Food Exports**

Anna Benevente, Director of Labeling and Ingredient Review Division, Registrar Corp

*Join leading U.S. FDA consulting firm Registrar Corp for a crash course on U.S. FDA regulations for food and beverages. With topics ranging from FDA registration to new labeling rules to requirements under the Food Safety Modernization Act (FSMA), attendees will leave armed with the knowledge they need to successfully entre the lucrative U.S. Market.*

11:15am **Supply Chain Management: Logistics, Transport & Distribution**

Robin Shaw, Business Development Manager at ACS Logistics

*Robin is a subject expert regarding all export documentation requirements and Incoterms 2020. Her presentation will discuss the various modes of transport including air, ocean, rail and truck. She will cover the basics of each, along with pro's and con's, as well as discuss warehousing and distribution options.*

11:45am Lunch

12:45pm **Panel: Logistics Supply Chain**

Facilitator: Patrick Bohan, Director of Supply Chain Solutions at Port of Halifax

- Robin Shaw, Business Development Manager at ACS Logistics
  - *ACS Logistics are Canadian Based Globally Focused Full-Service Logistics Business – developing cost competitive supply chains for Atlantic Canadian companies to reach domestic and global markets.*
- Tom Parks, Branch Manager, & Richard LaFontaine, Managing Director, at Deringer
  - *Deringer, Inc. is a leading provider of international supply chain solutions including international freight forwarding, Customs brokerage and consulting, warehousing and distribution, cargo insurance, and meat inspection.*
- Adam Hammersley, Director of Sales at Day & Ross
  - *Day & Ross Inc. provides land transportation. The company focuses on intra-provincial, regional, national and transborder truck transportation services. They offer services in the United States, Canada, and Mexico.*
- Dawn Truell, President & CEO at Cross Border Services
  - *Cross Border Services helps you to facilitate all your cross border and international shipment documentation, registrations, certifications, licences, permits, everything that you need in order to export & import in an international trade market.*

2pm

**One-on-one meetings**