

Everywhere you do business
**The Canadian Trade
Commissioner Service**

Partout où vous faites des affaires
**Le Service des délégués
commerciaux du Canada**

August 11th, 2016:

1:30-2:30 p.m. EST

**Webinar: Go for the
Greens Conference**

TCS/SDC



Global Affairs Canada
Trade Commissioner Service

Affaires mondiales Canada
Service des délégués commerciaux

Canada

9th Annual Go for the Greens Conference

*Global Affairs Canada Led Trade Mission and
Conference Activities*

September 21 - 24, 2016

Disney's Boardwalk Resort
Lake Buena Vista, FL

Introductions

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- **Moderator: Adria May**
Trade Commissioner, Canadian Business Women in International Trade



- **Speaker: Diane Sears**
Co-Founder, Go for the Greens



- **Speaker: Josie L. Mousseau**
Deputy Director, Canadian Business Women in International Trade



- **Speaker: Ximena Pauvif-Machado**
Trade Commissioner, Consulate General of Canada in Miami

**Please deactivate your microphone by pressing
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Agenda

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- Welcome and introductions
- Overview of the Go for the Greens conference
 - Conference agenda recap
 - Opportunities for the Canadian delegation
- Canadian Programming
- Support for Delegates on the ground
- Matchmaker event
- Golf (golf)
- Registration + Scholarship

What is Go for the Greens?

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An intimate conference for Women Business Owners



With a focus on ...

- Generating revenue
- Growing women-owned companies
- Exchanging information on environment-friendly business practices
- Using golf as a business tool
- Making procurement connections

Providing Access

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The goal is to connect Women business owners

And representatives of...

- Corporations
- Government agencies
- Nonprofits

...to do business together



Go for the Greens 2016: A World of Opportunity

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- Partnership with Global Affairs Canada
- Potential for one-on-one matchmaking opportunities with procurement officials
- Informative general sessions on contracting, hiring/retention, sustainability, executive presence, and networking
- Interactive breakout sessions

Select 2016 Topics

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- An Interview with General Ann Dunwoody
- Lessons from Leaders of High-Performance Teams
- The Battlefield of Contracting
- Creating an Advisory Board for Your Company
- Develop a High-Performance Team
- How Cyber Threats are Changing the Face of Business
- Sustainability and Women's Global Status
- Foster business relationships



Why Go for the Greens is unique

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- One-on-one connections with procurement representatives
- Small roundtable discussions
- Advanced-level breakouts
- Collaborative environment
- Attendance capped at 300
- Golf event to foster relationships



Market Overview - Florida

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- Florida's economy is the 4th largest in the U.S. and 18th largest in the world with a state GDP of over \$830 billion
- Third most populous state in the U.S. with over 19.8 million people
- Second in the U.S. for infrastructure with:
 - The 2nd largest Free Trade Zone network
 - 15 deepwater seaports, 19 commercial service airports, 2 spaceports
 - 2 of the world's busiest airports (Miami and Orlando)
- Home to 16 Fortune 500 corporate headquarters
- Florida is a major gateway for merchandise trade between North America, Latin America, the Caribbean, and other world regions.
- 98.9 million tourist visits each year (Canada #1 international visitor at 4.1 million)

GAC/BWIT Program

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- **Sept. 21st – Meet and Mingle – 7:30 p.m. (*self-funded*)**
For delegates to meet one another and trade commissioners
Location: Belle Vue Lounge, Boardwalk Inn
- **Sept. 22nd – Canadian Reception – 7:30 p.m.**
 - **Co-hosted** by Louise Leger, Head of Delegation, Global Affairs Canada, and Romaine Seguin, President UPS, Americas
 - Pre-registration required
- **Sept. 23rd – Canadian delegates breakfast – 7:00 a.m. to 8:00 a.m.**
An International Breakfast Mixer in a speed-dating format. Opportunity to network with WBEs from the United States
- **Sept. 23rd – Group photo - Canadian delegation – 9:15 a.m. to 9:25 a.m.**
Location: East-West Ballroom
- **Opportunities for high-quality, interactive content throughout the conference.**

Support for Delegates

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- On-the ground support from the BWIT program and Miami Consulate General throughout the conference
- Here to assist you in your success before/during and after the conference:
 - Connecting you to qualified contacts
 - Assessing your market potential in Florida
 - Assisting you in establishing a presence in our territory

Matchmaker meetings

MORE THAN JUST MEET AND GREET

2016 Matchmaking Partners:

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- B2B matchmaking partners and how to apply:
<http://www.goforthegreens.org/main.php?cat=matchmaking>
- Check website regularly for updates

Logistics

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- 15 minute meetings
- One-on-one
- Laptops are welcome



First Impressions

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- Don't be late
- Be ready to showcase your business
- Do your homework
- Know how you can help them
- Contracts are not guaranteed



Prepare to Make the Pitch

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You should bring a Presentation Folder that includes:

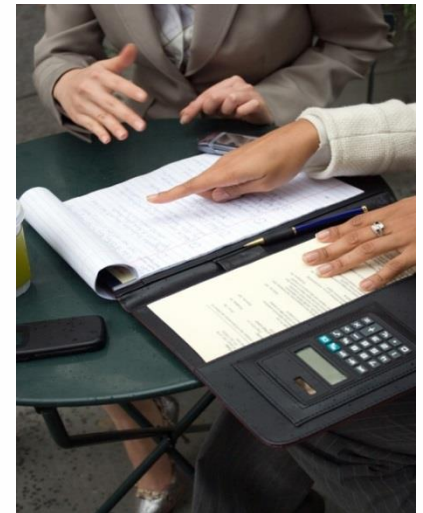
- History of your company
- Bio
- Client list
- Testimonials
- List of offerings/services/products
- Pictures and samples



The presentation

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- Talk them through the folder
- Have an identical folder for yourself
- Using power point? Leave a disk or flash drive with the info with the info
- PRACTICE!
- Anticipate questions



History of the company

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- Be brief
- Length of ownership
- Local connections
- Expansion record



Bragging rights

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- List of clients
 - Local
 - Regional
 - National
- Testimonials
- Awards or Recognitions



Products and samples

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- List your products and services by category (NAICS)
- Provide samples if possible
- Leave something behind that has your company name or logo



Tips for success

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- What to wear
- What to bring
- Be positive
- Highlight your successes
- Differentiate yourself
- Mention your strengths:
 - Flexibility
 - Quick turn around
 - Local knowledge
- What can you do for them?
- Google the company
- Connect on LinkedIn following the meeting



Golf Event

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- No experience required!
 - A beginners golf kit is provided to any first-time golfers
- Scramble format
- Contests and raffles throughout the course
- Luncheon and awards after
- A portion of proceeds raised goes to benefit Rally for the Cure.

A great way to build on all new relationships developed during the conference!



Additional ways to get involved

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- As a conference sponsor
 - Customizable sponsorships are available of all levels for visibility throughout the event
- As a golf hole sponsor
 - Signs are available starting at only \$250
- As an in-kind sponsor
 - Have your products or services visible by all conference attendees
- As a volunteer
 - Meet more people by helping produce the conference. Email info@goforthegreens.org to get involved!



How to qualify for a scholarship

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Procedure:

- Email BWIT at bwit@international.gc.ca
- Complete trade mission form
- Explain how this conference can catapult the growth of your business (100-125 words)

Requirements:

- 3 + years experience
- Cannot have won scholarship in the last 2 years

Deadline: August 14th, 2016

Registration process

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1. Fill out BWIT's trade mission registration form
2. Scholarship application - *See previous slide*
Deadline August 14th
3. Go for the Greens conference registration
4. Go for the Greens B2B matchmaking registration
Deadline August 19th

THANK YOU!

See you in Orlando

For more info and to register:
tradecommissioner.gc.ca/gftg

E-mail: BWIT@international.gc.ca

Questions?