

BRITISH COLUMBIA CANADA

# Export Navigator

YOUR MARKET JUST GOT BIGGER



**FORTIFY 2019**  
ALLISON BOULTON



*We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Jobs, Trade and Technology, and the Government of Canada through Western Economic Diversification Canada.*

“

WHAT I WISH I'D  
KNOWN BEFORE  
EXPORTING...

ALCOHOL.”

**What**

**means to the world.**



“ the bad news ”



# Choose your market(s) ... CAREFULLY



# Can you ... ADAPT?





# Can you... COMPETE?

**Know your pricing...**  
**this isn't Canada anymore.**





# BUYERS WANT YOU TO BE THE EXPORT EXPERT



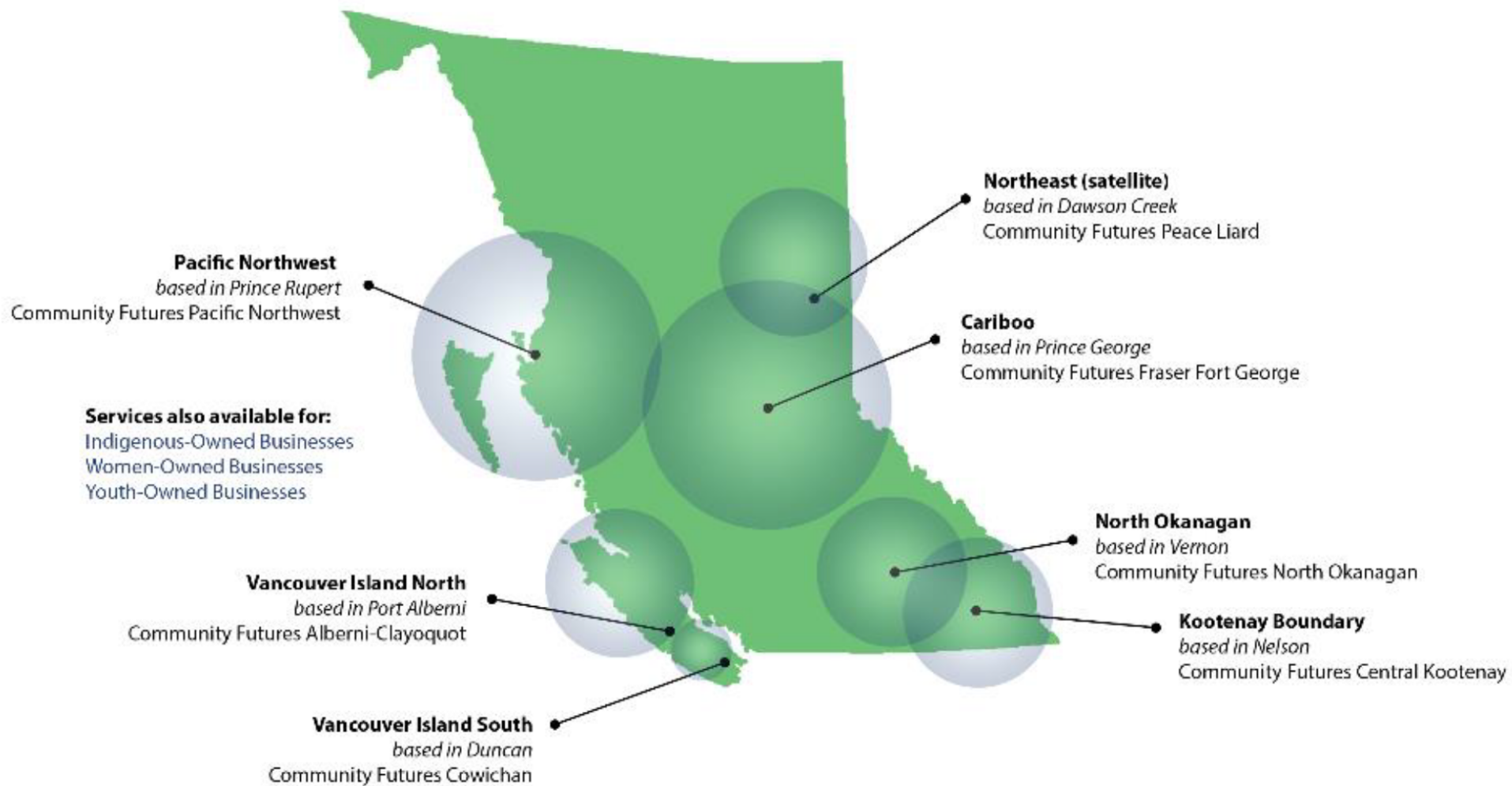


# HOW?

## Export Navigator



- ✦ In-person guidance from an Export Advisor
- ✦ Personalized, step-by-step approach
- ✦ The right service connections at the right time to the right people
- ✦ *FREE*



# WHERE?

**WHAT NEXT?**



# Let's Talk Exporting.

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