
FOR IMMEDIATE RELEASE

Virtual Export Speaker Series to broaden horizons for local businesses

Midhurst/ October 19, 2021 – The County of Simcoe is pleased to introduce a new speaker series to support local businesses considering exporting opportunities. The Virtual Export Speaker Series is being developed based on input from local businesses about their needs and growth opportunities and will provide expert advice on how to undertake exporting of products and navigate the regulatory process.

“This new Virtual Export Speaker Series offers business owners the opportunity to learn from industry experts to grow their business internationally and expand their market,” said Warden George Cornell. “We’re pleased to offer this additional opportunity to our businesses as we work to speed up our economic recovery.”

The program starts with four pilot sessions, beginning on October 26, with three additional sessions scheduled at 2-week intervals. Each session includes a 45-minute presentation and 15-minute Q&A period.

Session 1: Exporting 101 - October 26 at 2 p.m. – 3 p.m.

- Led by Ministry of Economic Development, Job Creation and Trade
- Details what businesses need to know prior to getting into exporting
- Provides examples of how local businesses are using their services

Session 2: Who Are the Canadian Trade Commissioners? - November 9 at 2 p.m. – 3 p.m.

- Led by the Canadian Trade Commissioner Service
- Gives an overview of the Trade Commissioners Services in Canada and international markets, and how the Commissioners support local businesses
- Provides examples of how local businesses are using their services

Session 3: What Does Export Development Canada Do? - November 23 at 2 p.m. – 3 p.m.

- Led by Export Development Canada
- Offers basic information on Export Development Canada’s services and insurance programs
- Provides examples of how local businesses are using their services

Session 4: The Basics of Exporting to the US and EU - December 7 at 2 p.m. – 3 p.m.

- Led by the Ministry of Economic Development, Job Creation and Trade
- Overview of Canada-United States-Mexico Agreement (CUSMA) and Canada-European Union Comprehensive Economic and Trade Agreement (CETA), finding clients and Ministry supports

The Virtual Export Speaker Series is aimed at businesses within the 16 member municipalities of the County of Simcoe and the separated Cities of Barrie and Orillia. Space is limited, so reserve your spot for the first session today! For questions about the series, please contact edo@simcoe.ca.

For small to medium-sized enterprises in Simcoe County who are exploring or preparing for an expansion into international markets, the Sandbox Centre and Toronto Region Board of Trade’s World Trade Centre Toronto have designed a seven-week program to develop and grow export strategies.

The Trade Accelerator Program, which starts on October 26, is an innovative, dynamic workshop that provides companies with access to Canada's top exporting advisors, resources and contacts, giving them the training and support they need to scale up, develop and execute an export plan. Register today at <https://bit.ly/3ngtZ9h>.

EVENT: | **Virtual Export Speaker Series - Exploring Exporting: Exporting 101**

Where: Virtual – details to be provided upon registration

When: Session One: Tuesday, October 26 from 2 p.m. to 3 p.m.

Register: This is a FREE event, but registration is required. To register, visit <https://www.eventbrite.ca/e/exploring-exporting-exporting-101-tickets-186090320157>

County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at simcoe.ca.

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