TRADE ACCELERATOR PROGRAM

## DIGITAL SYLLABUS Week 1 – Day 1: Strategic Planning

**Date: Tuesday October 5, 2021**

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| Welcome to Week 1, Day 1 - Strategic Planning | | |
| 9:00 am | Welcome | **Patrick Sullivan, President and CEO, Halifax Chamber of Commerce** |
| 9:10 am | TAP Halifax Website Review | **Chris Mann – Halifax Chamber of Commerce** |
| 9:15 am | Company Introductions | Introduction from Participants  **Dave Archer - Lead Facilitator** |
| 10:10 am | Video | TAP Success Story Video |
| 10:15 am | **Break** | |
|  | Poll | Transition back from break |
| 10:20 am | Presentation | Importance of Export Plan  **EDC – Emiliano Introcaso** |
| 10:35 am | Q&A | **EDC** will answer questions related to their presentations |
| 10:40 am | Case Study | International Market Entry Strategies  **Dave Archer - Lead Facilitator** |
| 10:50 am | Workshop Breakout | Defining your export market-entry strategy  **Dave Archer - Lead Facilitator + Emiliano Introcaso - EDC + Jessica McCall - NSBI** |
| 11:25 am | **Break** |  |
| 11:30 am | Presentation | BDC Advisory and Business Model Canvas  **BDC – Leanne MacLean** |
| 11:45 am | Q&A | **BDC** will answer questions related to their presentations |
| 11:50 am | Workshop | Sketch out Business Model Canvas  **BDC – Leanne MacLean**  **Dave Archer - Lead Facilitator** |
| 12:50 pm | Survey | Daily survey completion |
| 12:55 pm | Wrap-up | Topics for tomorrow |
| 1:00 pm | **End of Day 1, Week 1** | |