

Campbell River Economic Development Corporation



Rivercorp



CAMPBELL RIVER
CHAMBER

Media Release

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Campbell River to Host “Strategies of International Business” Workshop

The Ministry of Tourism, Trade and Investment (TTI) in partnership with the Campbell River Economic Development Corporation, Rivercorp and the Campbell River Chamber of Commerce are hosting a Strategies of International Business workshop. On Tuesday, March 1, 2011 from 4:30pm to 7:00pm at the Coast Discovery Inn – Quadra Room, Campbell River businesses will be connected with the tools and support available to help them export their goods and services. Ministry staff will also provide expertise and offer practical suggestions to participants thinking about “going global”.

The workshop is specific to BC companies interested in building the skills required to become more competitive in international trade. The workshop will leave participants with a clear understanding of the steps necessary and the tools available to develop and manage a focused international business strategy for their company.

Delivered in partnership with the Province of British Columbia and Forum for International Trade Training (FITT), the key topics for this workshop are:

- **Business Environment** – Understand the current forces of globalization and explore how business conditions and practices differ from country-to-country to provide a foundation for a global business strategy
- **Market and Competitive Intelligence** – Learn how to obtain intelligence about international markets and competing organizations, and identify gaps and opportunities
- **Strategic Market Entry** – Understand multiple international market entry strategies to determine the best match for a company’s strategic goals
- **Trade Finance** – Evaluate the essentials of trade finance and understand which trade instruments to use to mitigate and manage commercial, country and foreign exchange risks to ensure payment
- **International Resources** – Understand how to leverage effective information sources to quickly find relevant intelligence, assistance, connections and opportunities

For further details and to register please contact Campbell River Economic Development Corporation, Rivercorp at 250.830.0411 x 3

Campbell River Economic Development Corporation, Rivercorp is responsible for Economic Development, Tourism Campbell River & Region and the Campbell River Visitor Centre.

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