

### BACKGROUND

The objective of the Reaching New Markets event was to offer Alberta manufacturing and oil & gas service companies a seminar series that would improve their abilities to successfully enter new markets, both domestic and international. The seminars were delivered in accessible centres throughout Alberta.

The Calgary event was combined with “Beyond Borders USA” which is organized annually by The Business Link.

Monica Rovers from CED and Louise Jerke from The Business Link co-chaired the event with funding from various provincial and federal levels of government.

### BUSINESS NEED/OPPORTUNITY

Alberta companies have been dependent on the domestic (Alberta) market for a long time since it has been quite sustainable. This will not always be the case and they must develop strategies to diversify. The economic downturn highlighted the importance of accessing new markets and not being so reliant on only one geographic area. These events were timely in assisting companies with identifying and accessing new markets.

### GOAL/OBJECTIVES

Through the seminar(s), companies:

- Gain knowledge on how accessing different markets can improve their revenues;
- Develop more coherent strategies for market entry;
- Gain better understanding on how to execute market entry more effectively;
- Understand how to strengthen staff skills;
- Connect with like-minded colleagues and supporting organizations/associations which can provide market opportunities and expertise.

## TESTIMONIAL

“We are grateful for the leadership you and your team offered on the RNM event. CED’s role was absolutely central to the event and your positive, can-do outlook made the planning and execution a pleasure for the teams involved.”

- Lynn Wyton, Sr. Director, Advanced Industries, Alberta Finance and Enterprise



### STRATEGY & IMPLEMENTATION

To achieve the above goals and objectives, and working collaboratively with our government and industry partners, CED hosted a workshop/seminar entitled “Reaching New Markets” as part of a seminar series to assist businesses in accessing new markets.

Timeline: September 16, 2009

Partners:

- Alberta Finance and Enterprise (AFE)
- Alberta International and Intergovernmental Relations (IIR)
- Foreign Affairs & International Trade Canada (DFAIT)
- The Business Link
- Trade Team Alberta (TTA)
- Economic Development Partners: Calgary Economic Development and Edmonton Economic Development Corporation
  - Export Development Canada (EDC)
  - Industry Representatives

### OUTCOMES

The successful “Reaching New Markets” event was held on September 16th, 2009 with 125+ participants. This event was combined with the “Beyond Borders” event delivered by The Business Link.

Collaboration between the federal, provincial and municipal stakeholders was very positive.

Survey results from participants were also positive.

## CONTACT DETAILS

**Monica Rovers**  
**Business Development Manager, International**  
**Calgary Economic Development**

T 403.221.3705 | BB 403.880.2610  
mrovers@calgaryeconomicdevelopment.com