

N.E.W.

NUAGE. EXPORT. WORKSHOPS.

INTERNATIONAL TRADE & SALES DEVELOPMENT | NUAGEINTL.COM

AL HUBER



JOE HOGGAN



JAMES SWEET



TOM JOLIE



MIKE THOMPSON



NUAGE INTERNATIONAL AFFILIATE CORP.

Al led 4 successful ground zero start-ups in UK, US, Australia and Canada. The mainstays of each success were the extensive sales, brand building, training & new product development for each of these core markets. Training ranged from 2-day offsite introductory training to 3-day advanced technical courses. In addition, dozens of regional and International trade shows and market development activities compliment his experience at Trus Joist MacMillan, Weyerhaeuser and LP.

BREXPORT SERVICES

Joe is a results-driven senior executive with over 25 years international experience in project management, export sales/market development. With extensive experience securing contracts & developing markets on behalf of SME's & Global 1000 companies in a broad range of sectors in 40 countries. Joe has designed & implemented workshops & seminars in export sales, healthcare development, international standards & quality assurance, oil/gas pipeline instrumentation, IT in North. America, Asia Pacific & GCC for Trus Joist MacMillan, MacMillan Bloedel & Weyerhaeuser.

JS CONSULTING

James has a well proven 30-year track record in opening new markets with new products and/or services. James has operated in Europe, Asia and North America. James and worked closely with large Corporations like; LP, Trus Joist MacMillan and MBM & smaller enterprises & start-ups & is a believer in two foundation principles – Understanding your target market with local intelligence and; Networking at the right level to get to a definitive yes or no decision extremely fast.

NEXT GENERATION LBM, INC.

Tom is an accomplished senior level sales and marketing executive with over 20 years of results oriented, professional building materials experience in Canada, US and Europe. Tom possesses a unique ability to work across diverse cultures and functions with excellent interpersonal and communication skills, which are complimented by his strong work ethics and genuine desire to succeed. Tom is fluent in German & has worked with Trus Joist MacMillan & Huber Corporation.

WOODTEC GLOBAL

Mike has decades of sales and marketing experience across the Pacific Rim and North America with Trus Joist MacMillan and Weyerhaeuser. Mike has senior level management experience in sales and technical management, manufacturing and lead team positions. Mike speaks Spanish and some Japanese and is extremely well connected and influential in the Japanese market.



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WHY NUAGE EXPORT WORKSHOPS?

With increasing tariffs in North American and Chinese markets Canadian producers are looking to increase export sales in other global regions. NuAGE Export Workshops (NEW) are training programs designed to assist clients with matching their production to market demand in the European Union, the United Kingdom, Australia, Middle East and Japan. Our workshop design starts with an understanding of our client's business goals in a specific export market and covers everything needed to successfully increase export sales to that target market, including, identification of local buyers and distributors as well as logistics and settlement. Our instructors are senior sales and marketing professionals with decades of sales and marketing experience securing export sales in these markets on behalf of Global 1000 companies.

WHAT DO THE WORKSHOPS COVER?

- ✓ International market identification
- ✓ The Comprehensive Economic Trade Agreement (CETA)
- ✓ Buyer identification in export target markets
- ✓ Buying practices in target markets
- ✓ Matching production to demand in target markets.
- ✓ Local marketing systems and seminars
- ✓ Local facilitation, presentation and documentation
- ✓ Identification of agents and distributors in target markets
- ✓ Different types of agents and distributors their motivations and roles
- ✓ The role of the distributor
- ✓ Cultural issues and managing expectations of distributors
- ✓ Sample agent and distributor agreements
- ✓ Changing distributors and agents
- ✓ Legal considerations and minimizing legal costs
- ✓ Legal issues - and implications
- ✓ EU Competition Law, Commercial Agents Directive, and USA Corrupt Practices Act.
- ✓ Local tax, tariff, standards, specification and codes considerations
- ✓ Local competitor analysis
- ✓ Getting paid, L/C's and transaction settlement
- ✓ Customer relationship management

WHO ARE THE WORKSHOPS FOR?

Senior management and sales professionals responsible for developing international markets, securing exports sales, and appointing agents and distributors. In preparation for our export workshop proposal we begin with a 1-hour conference call to determine the target export markets and issues of interest to the producer.

BENEFITS AND DELIVERABLES

- ✓ Increased exports sales
- ✓ Relationships with buyers in target market
- ✓ Short list of agent / distributor prospects
- ✓ In-depth understanding of target market demand and specification
- ✓ Improved matching of production with target market demand
- ✓ Understanding of local competition
- ✓ Target market risk assessment



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