



STEP'ing Out

International Business Trip Planning Service

Saskatchewan Trade & Export Partnership

PO Box 1787
Regina, Saskatchewan S4P 3C6
Ph: 306-787-9210
Fx: 306-787-6666

#500 – 402 21st Street East
Saskatoon, Saskatchewan S7K 0C3
Ph: 306-933-6551
Fx: 306-933-6556

Toll Free: 1-877-313-7244
www.sasktrade.sk.ca
inquire@sasktrade.sk.ca

STEP'ing Out – International Business Trip Planning Service

STEP'ing Out is a business development service organized by STEP for individual STEP members whereby STEP essentially provides a business trip planning service. This service is built around the same idea and concepts already established for trade missions without STEP personnel being directly involved in the travel component of the trip. We work with the STEP member to choose a market, assist them in various aspects of the travel and business program, and the exporter carries out the business trip suitable to his own timing. The exporters' responsibility is to travel to the desired market and call on pre-qualified prospects. STEP's efforts enable the member to focus the effort on the sales of that companies' own products or services.

Service Offered: The team of STEP trade development professionals will:

Meet with the STEP member to determine the target market. STEP will meet with your company to advise you on the selection of the target market (geographical and industry). The STEP market intelligence service may be called on to undertake the necessary market research to even more deeply determine which market should be selected. This could also include a review of the suitability of the product and relevant regulations (i.e. labeling, certifications, etc.) for the target market.

Clarify objectives - Defining the objective of your business travel. Companies may elect to visit the market solely for research purposes such as gathering information on the market, competitors, etc. If you are ready and committed to move beyond this stage, STEP will work with you to develop an implementation strategy to pursue business in that market. Strategies to enter the market could include seeking a method and partner in the market which could be from amongst the following options:

1. Direct exporting
 - direct sales
 - representative office
 - retail establishment
2. Indirect exporting
 - Through trading house
 - Distributors
 - Agents or independent representatives
3. Partnership Arrangements
 - Co-marketing agreements
 - Co-production
 - Joint venture
 - Licensing or franchising
 - Export consortium
 - Mergers and/or acquisitions

Explore any sources of financial assistance. STEP will undertake a scan to see if there are any applicable funding programs to offset some of the market development costs.

Develop a list of in-market contacts. Through the services of STEP's market intelligence staff and as part of the overall strategy for this market, STEP will come up with a qualified list of contacts based on the market development objectives of the STEP member. These will be contacts that could potentially be the appropriate "partner(s)" or customer(s) to enter that market with.

Advice on approaching the in-market contacts. STEP will assist you in the development of your pitch when contacting these prospects. This could include advice on pricing, promotional materials, promotional support items, financing options, currency information, cultural information, local business practices, etc. You can use this contact list to set up the meetings with ideal prospects in the target market.

Approaching in-market prospects. From this list of potential "partners", you can narrow down and develop a number of the most qualified contacts in that market based on the implementation strategy that was devised. To further refine the "short list", company background checks can be undertaken at this time by STEP at your request using our various market intelligence resources and/or paid subscriptions. You will be responsible for any third party costs to undertake credit checks.

Help plan necessary travel arrangements. STEP will provide any necessary logistical support for the business trip itself (visa requirements, travel recommendations, hotel information, interpreter contacts, cultural briefings, meeting locations, etc.).

Exporter trip to the market. Your responsibility is to travel to the desired market, call on these pre-qualified prospects, and start the sales processes that can lead to sales in that market.

Post-Travel De-briefing and Follow up. STEP will be available to meet with you to review the business trip and discuss the results and strategy to solidify the relationships that developed during the business trip. Advice for any follow up actions by you can be discussed. Further company background checks can be undertaken at this time.

Usage: This service will be offered to STEP Members to be used a maximum of two times per membership renewal period. Additional usage of this service will be a rate of Cdn.\$500.00.

Lead Time: STEP members should allow 10-12 weeks advance notice of the actual travel to allow STEP to properly assist them to fully utilize this program. If no market intelligence is required, the advance notice period will be 6-8 weeks prior to the actual travel.

How Do I Engage This Service: Simply contact the Director, Trade Development for the sector that your company does business within.

Donovan Swinnerton – Director – Trade Development, Technology & Professional Services
dswinnerton@sasktrade.sk.ca

Rob Ziola – Director – Trade Development, Manufacturing
rziola@sasktrade.sk.ca

Jennifer Evancio – Director – Trade Development, Agri-Value
jevancio@sasktrade.sk.ca

Or if your target market is in Asia or Africa, contact:

Tim Marshall – Senior Director – Trade Development, Asia/Africa
tmarshall@sasktrade.sk.ca