

WEBINARS

WELCOME TO CANADA'S RETAIL MARKET

Monday, Oct 5, 2020

Registration: Tuesday, Sep 22 - Wednesday, Sep 30, 2020

Webinar - Zoom Platform | Canada | North America

<https://wusata2.avibe-stag.com/e/822L00Y>



EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®), Congressum Consulting, Inc., and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

Welcome to Canada Webinar: Seven Keys to Success - October 5, 2020 at 11:00 am PDT

If you're looking for the opportunity to expand your sales beyond the United States, it's time to consider Canada. This well-established, robust and growing market, is **the** largest market for U.S. high-value, consumer-oriented products.

Join us for an overview of the Canadian food and beverages sector during which we'll share **seven keys to successfully enter the market.**

This webinar is free of charge, and will include an overview of:

- Canada's economy
- Market overview & Composition
- Consumer preferences
- Transportation & logistics
- Retail marketing costs
- Fruits & Vegetables
- Alcoholic beverages

Presented by WUSATA and our Canada contractor, Congressum Consulting Inc., this event is geared for companies at any stage of exporting - new or seasoned!

Register today and do not miss out on this opportunity!

The Webinar will be held on Monday, October 5, 2020 and will begin at 11:00 am PDT. The duration of the event will be 30 minutes, followed by a 15-minute Q&A session. **Please email your questions in advance to kristi@wusata.org.**

Registration Deadline: October 1, 2020

Please note: The link for the Zoom Webinar will be sent out on October 1, 2020. Be sure to check your e-mail for the link!