

# BEYOND BORDERS USA

September 26-27, 2007  
Calgary, Alberta



Beyond Borders U.S.A is a two-day seminar consisting of key speakers, focused workshops, networking opportunities, and a trip to the Canada/U.S. border, all designed to assist companies with entering and navigating the U.S. market while accurately portraying the challenges inherent in doing business in the country. Beyond Borders U.S.A. will focus on both entering the U.S. market to conduct business as an exporter, as well as leveraging the manufacturing sector to increase productivity through outsourcing/importing. Beyond Borders U.S.A. will offer a venue for companies and service providers to better understand how the U.S. market can play a role within their business strategies.

## DAY 1: UNDERSTANDING THE US MARKET

**DATE:** Wednesday, September 26, 2007  
**TIME:** 8:00 AM—3:45 PM  
**LOCATION:** Delta Calgary South Hotel

## DAY 2: REGULATIONS FOR EXPORTERS & IMPORTERS

**DATE:** Thursday, September 27, 2007  
**TIME:** 9:00 AM—2:30 PM  
**LOCATION:** Coutts Civic Centre

- *Where to start and your market entry strategy*
- *Tips on selling to the U.S.*
- *Dealing with a strong Canadian dollar*
- *Specific intelligence for companies in these industry sectors:*  
*consumer goods/manufacturing;*  
*agri-food products;*  
*& service exports*

- *Canadian export & import procedures and documentation*
- *U.S. import & export procedures and documentation*
- *Clearing customs and business entry into the U.S.*
- *New security regulations and programs*
- *Shipping your goods and what a U.S. customs broker can do for you*



**NETWORK** with service providers and other companies interested in the US market at the "International Business Café"

**TOUR** the Customs Border Facilities



**Free Shuttle Service** is available from Calgary to Coutts (return)

For information and to register, contact: **The Business Link**  
**1-888-576-4444 / www.exportlink.ca**

# BEYOND BORDERS USA—AGENDA

## Day 1—Wednesday, Sept 26, 2007, Delta Calgary South

- 8:00 AM Registration & coffee
- 8:25 AM Welcome remarks
- 8:30 AM **Keynote Presentation—Michael Levy, Custom House**  
*The rising Canadian dollar and what it means to businesses*
- 9:15 AM **Plenary Presentation—Eric Couture, International Trade and Logistics Canada Professional Consulting Services**  
*Understanding border security from the US perspective*
- 10:00 AM **Plenary Presentation—Michelle Simpson, Simpson Law**  
*Legal issues and product liability in the US*
- 10:30 AM Break
- 11:00 AM **Plenary Presentation—Dave Smith, Canadian Consulate in Denver**  
*Market entry strategies for the US & tips for success*
- 11:30 AM **Plenary Presentation—Terence Wong, KPMG**  
*Cross border tax consequences and considerations*
- 12:00 PM Lunch
- 1:00 PM **Breakout Sessions**—These sessions will each include speakers from the private sector who will share their experiences and tips for success. Choose one of the following:
- Consumer Goods & Manufacturing:** This workshop will focus on supply chain management; increasing productivity and competitiveness through outsourcing and importing; brand and intellectual property management; and how strategic partnerships with US firms can enhance these elements of your strategy.
- Providing Services Across the Border:** In this workshop, speakers will discuss selling software and intangibles across the border; entering the US market to conduct services in the US (including after sales service, installation, and expertise through consulting and training); and establishing credibility when you don't have a product to sell.
- Agriculture & Agri-Food Exports:** Processors of value added agri-food products that are currently in the Canadian retail market and looking to access the Pacific Northwest market will benefit from this workshop. Discussion will revolve around market size, retailers, and changes and trends in this respect, as well as market representation, the Market Access Program (MAP), and additional available resources.
- 3:45 PM Closing remarks for day 1, break for dinner
- 5:00 PM **Shuttle departs for Lethbridge**

# BEYOND BORDERS USA—AGENDA

## **Day 2—Thursday, September 27, 2007, Coutts Civic Centre**

- 8:00 AM      **Shuttle departs for Coutts**
- 9:00 AM      Welcome remarks
- 9:15 AM      **Presentation—Johnathan Finlayson, Cole Logistics**  
*Supply Chain Management: Classifying Goods, US Shipping Terms, Physical Distribution, & Pricing*
- 10:00 AM      **Presentation—Kent Griffiths, Canada Border Services Agency (CBSA)**  
*Export & Import Documentation for goods crossing the Canadian border*
- 10:30 AM      **Presentation—Greg Jensen, US Customs & Border Protection (USCPB)**  
*Export & Import Documentation for goods crossing the US border*
- 11:00 AM      Break & open forum with presenters (staff from CBSA, USCPB, and Cole Logistics will be available to answer questions about the morning topics)
- 11:30 AM      **Tour of the Canada/USA border—Scott Somerville, US Customs & Border Protection (USCPB)**
- 12:30 PM      Lunch
- 1:30 PM      **Presentation—Erin Wilkinson, The Business Link & Tanya Loving, US Customs & Border Protection (USCPB)**  
*Crossing the US Border to Conduct Business & Taking Goods with You Temporarily*
- 2:15 PM      Closing remarks
- 2:30 PM      **Shuttle departs for Calgary**

**Please note:**

***The shuttle service from Calgary to Lethbridge and Coutts (return) is available for all attendees, however, please advise us if you plan to take advantage of this service so we can be certain to accommodate all participants.***

***Also, please be aware that all participants are required to make their own accommodation arrangements in Lethbridge. Information about the location and rate can be found on the registration page following this one.***



**Deadline for Registration is  
Wednesday, September 19, 2007**

**Three Easy Ways to Register:**  
 Call *The Business Link* at 1-888-576-4444  
 On-line at [www.exportlink.ca](http://www.exportlink.ca) OR Fax this form to Fax #: (780) 422-0055  
*The Business Link*, 100-10237-104 St, Edmonton, AB T5J 1B1  
 250-639 5 Avenue SW, Calgary, AB T2P 0M9

**Registration Form (PLEASE PRINT)**

\* Please enclose a list of participants if registering more than one person  Mr.  Ms.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Day Tel.: \_\_\_\_\_ Alternate Tel.: \_\_\_\_\_

E-mail: \_\_\_\_\_

Business Sector/ Industry: \_\_\_\_\_

My company is:  Potential Exporter  New Exporter  Active Exporter  Export Service Provider

Seminar	Dates	# of participants
<b>Beyond Borders U.S.A. (Border Session)</b>	September 26 & 27	___ @ \$79.50 (GST incl.)
<b>Total Cost :</b>		[ ]

**Accommodation is available for the special rate of \$90 at the Lethbridge Lodge for the evening of Sept. 26th. To reserve a room, please contact the Lodge at 1-800-661-1232 & mention "Beyond Borders USA" to receive the reduced rate.**

**Payment Information:**

Payment method (non-refundable):  Cheque  Money Order  Cash (do not send cash in the mail)  
 Visa  MasterCard  AMEX  Debit Card

Card # \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name of cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_

**Please note: Payment in advance is required to secure registration.  
 A reduced rate will not be offered for delegates wishing to attend only one day.  
 There are no refunds except in the event the seminar is cancelled.  
Please contact us if you would like a seat on the free shuttle from Calgary.**