

The Trade Export Promotion Agency (TEPA) in collaboration with the Trade Facilitation Office (TFO) in Canada is pleased to invite you to attend a webinar on the topic:

Steps to B2B Retail Selling Success

August 17



The webinar will provide insight on how large Canadian retailers buy produce. You will learn how to prepare for meetings with retail buyers by understanding:

- The types of buying scenario within the food industry
- Possible contractual arrangements between retail B2B buyer and exporter
- Ad planning for retail
- Customer satisfaction role in the buying process
- Negotiating for Win/Win

This webinar is being presented by Mr. Mike Mauti, President, Execulytics. Mr. Mauti is a twenty-year veteran of the retail grocery industry. He has talents in many aspects of this exciting, international industry which he developed while holding Executive roles in procurement, merchandising and operations for a premiere Canadian grocery retailer.

We believe your participation is vital. We therefore extend an invitation to you or a suitable representative from your organisation to participate in this exercise scheduled for **Thursday, August 17th, 2017 from 10:00 a.m. – 11:00 a.m. at the Trade Export Promotion Agency (TEPA) Conference Room, 2nd Floor, Hewanorra House, Pointe Seraphine, Castries.**