

Export Discovery Series

# ACCESSING INTERNATIONAL MARKETS: CHICAGO AND THE PRIVATE LABEL MANUFACTURERS ASSOCIATION TRADESHOW

Canadian Manufacturers & Exporters, in partnership with the Department of Innovation, Trade and Rural Development, and Atlantic Canada Opportunities Agency, invites companies to attend a

Chicago Market and Private Label Information Session

September 22, 2011  
Lester Farms, 92 Pearltown Road, St. John's, NL

**Cost: Free**

To register, please contact:

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## AGENDA

- 8:00 am** **Breakfast, Registration and Networking**  
Sign up for one-on-one meetings
- 8:30 am** **Welcoming remarks and introductions**  
Gillian Chatman, International Trade Officer – Chicago Market  
Overview and upcoming initiatives
- 9:00 am** **Part 1: Private Labelling Seminar**  
Tom Stephens – Private Label Consultant with Brand Strategy  
Consultants and Private Label Manufacturers Association (PLMA)  
member
- 10:30am** **Networking/Nutritional Break**  
Sign up for one-on-one meetings
- 10:45 am** **Part 2: Private Labelling Seminar with Tom Stephens (continued)**
- 11:45 am** **Local Private Labelling Manufacturer - Scotsburn Dairy**  
Sharing a Local Private Labelling Experience
- 12:00 pm** **Networking Luncheon**
- 1:00 pm** **One-on-one Meetings**  
Meetings are available with Tom Stephens as well as trade and  
sector specialists from the Department of Innovation, Trade and  
Rural Development

  
Newfoundland  
Labrador

Innovation, Trade and Rural Development

Canada 

  
Canadian  
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