

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

  
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