



**NATIONAL EXPORTERS' MONTH 2009
SCHEDULE OF ACTIVITIES**

“Building Jamaica’s Export Sector through the National Export Strategy”

Date/Time/Venue	Activity
<i>Sunday, June 7, 2009 - 10:15 a.m.</i> Bethel Baptist Church	<u>Thanksgiving Service</u>
<i>Monday, June 8, 2009 - 6:00 p.m.</i> Knutsford Court Hotel 11 Ruthven Road	<u>Launch</u> <ul style="list-style-type: none"> • Prime Minister’s Address • Review of the Export Sector’s Performance by the President • Presentation of Million Dollar Club Entrants • Mini display of Export products
<i>Tuesday, June 9</i> 2:00p.m. – 5:00 p.m. JEA/RADA EC/BIP St. Thomas Office	<u>Workshop – St. Thomas</u> Building Partnerships in Exporting Financing Procurement for Export Successfully Identifying distributors Building the export customer relationship
<i>Wednesday, June 10 - 9:30 a.m. – 4:00 p.m.</i> <i>Thursday June 11 – 9:30 a.m. – 1:30 p.m.</i> JEA Secretariat -1 Winchester Road	<u>Workshop</u> Cost \$2,500 per person (inclusive of GCT) Small Business Financial Management & Business Planning
<i>Thursday, June 11, 2009</i> 9:30 a.m. – 12:30 p.m. JEA/St. Elizabeth Cooperative EC/BIP Office	<u>Workshop- St. Elizabeth</u> Identifying Exporting Opportunities Why and when to export Opportunities The Export procedure
<i>Tuesday, June 16,</i> 8:00 a.m. – 9:30 a.m.	<u>President’s Breakfast (By invitation only)</u> Meeting with CEO of some of the major exporting firms. The meeting is aimed at promoting the National Export Strategy (This will be the first in a series of meetings with CEOs to promote the NES)
<i>Wednesday, June 17</i> 8:30 a.m. – 1:00 p.m. Jamaica Pegasus Hotel	<u>Seminar – Kingston</u> Cost \$3,000 per person Building a Brand in the International Market Understanding the market Identifying your target segment of the market Developing and implementing strategies to successfully compete Protecting the Intellectual Property of your Brand Testimonials
<i>Thursday, June 18, 2009 –</i> 9:30 a.m. – 12:30 p.m. JEA/RADA EC/BIP Portland Office	<u>Workshop – Portland</u> Identifying Exporting Opportunities Why and when to export Opportunities The Export procedure
<i>Tuesday, June 23</i> JEA/RADA EC/BIP Clarendon Office 2:00 p.m. – 5:00 p.m.	<u>Workshop – Clarendon</u> Building Partnerships in Exporting Financing Procurement for Export Successfully Identifying distributors Building the export customer relationship
<i>Thursday, June 25, 2009</i> 6:30 p.m. <i>The Jamaica Pegasus Hotel Gardens</i>	<u>Awards Reception</u> Presentation of Awards, including Champion Exporter 2008 <ul style="list-style-type: none"> • Entertainment Cost \$6,000 per person Gate Prize: Tickets to New York or Miami compliments of Air Jamaica