



marine
renewables
canada

Breaking into the International Market: Opportunities & Strategies

Wednesday, March 8, 2017

1:00 pm – 4:00 pm

The Westin Nova Scotian Hotel ~ Atlantic Ballroom
1181 Hollis St, Halifax

As the global marine renewable energy sector evolves, new trade and export opportunities are being created that could be seized by Canadian companies. While a new market, marine renewable energy has the potential to be significant with estimates of 748 GW of marine renewable energy development potential by 2050.

This is a major opportunity for Canada to establish a supply chain that can export innovation, technologies, and expertise to an estimated \$900 billion global market. With decades of engagement in related sectors such as offshore oil and gas, defense, marine operations, and the overarching ocean technology sector, Canadian companies are well positioned to work in the international marine renewable energy market.

This workshop will explore international marine renewable energy market opportunities and strategies to access them. Key topics discussed during the workshop will include:

- An overview of Marine Renewables Canada's 2017-19 International Business Development Strategy
- Company success stories about doing business internationally
- Export readiness: gathering intelligence for export market entry decisions

AGENDA

1:00 pm – 1:30 pm

- Welcome / International Market Opportunities & Strategy
Elisa Obermann, *Executive Director, Marine Renewables Canada*

1:30 pm – 2:00 pm

- Success Stories: Breaking into the International Market – Opportunities, Challenges etc.
 - **Stephen Dempsey, *Executive Director, Offshore Energy Research Association (OERA)***
 - **Dean Steinke, *Director of Operations, Dynamic Systems Analysis***
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2:00 pm – 2:15 pm • **Break**

2:15 pm – 3:45 pm • Intelligence Gathering for Export Market Entry Decisions
 ○ **Leroy Lowe, MBA, PhD, CITP, CGBP**

Understanding foreign markets and cross-cultural issues is challenging and therefore it often necessitates the development of strong local partnerships in foreign markets. This session will focus on information gathering (online, at trade shows, at trade missions and during first meetings in-market) to help participants understand what sort of details they need to ensure they make the best decisions when entering new markets.

3:45 pm – 4:00 pm • Questions & Answer / Wrap-up & Concluding remarks
 Elisa Obermann, Executive Director, Marine Renewables Canada

Please **RSVP to Amanda White by March 3rd, 2017** at amanda@marinerenewables.ca.

For questions or more information, please contact Amanda White at Amanda@marinerenewables.ca / (902) 717-0716