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**STEP**  
SASKATCHEWAN TRADE  
& EXPORT PARTNERSHIP

CONNECTING SASKATCHEWAN  
BUSINESS WITH THE WORLD



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## What can STEP do for Emerging Exporters?

### Exporter Readiness Program

The purpose of this free program is to arm Saskatchewan companies with the resources and tools that will enable them to build export capacity and knowledge. STEP's goal is to help Saskatchewan companies take their products and services beyond the borders of Saskatchewan. This program will benefit any company with an exportable product/service and has the motivation/desire to develop their skills to sell into a foreign market.



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## Exporter Readiness Program

- How will this program benefit my company?
  - Access to qualified STEP professionals
  - Opportunity to meet new contacts
  - Opportunity to enhance your skill set
  - Comprehensive planning guide



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## Exporter Readiness Program

- How will this program benefit my company?
  - Your company has the potential to:
    - Increase Sales
    - Increase Productivity
    - Achieve Economies of Scale
    - Increase Company Benefits
    - Reduce Business Risk



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## Exporter Readiness Program

- Testimonial from an Emerging Exporter:
  - Stephen Norgate and Jeff Fang’s enthusiasm and help in determining my export readiness in addition to providing me with a valuable European contact was very much appreciated. They demonstrated an interest and concern for the success of my business



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## Agri-Value Marketing Internship Program

- Program is funded by the Ministry of Agriculture and administered by STEP
- Designed to help build marketing capacity by:
  - Increasing internal marketing skills for export markets
  - Develop marketing plans for entering a new market



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## Agri-Value Marketing Internship Program

- Who is eligible?
  - Any agri-value company ranging from food processors, ingredient manufacturers, functional foods and pet food
  - Company must be focused on developing a market outside Saskatchewan
- Who can I employ?
  - Recent B.Comm., B.B.A. or MBA grads (5 years or less) from a Saskatchewan university



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## Agri-Value Marketing Internship Program

- What will the program fund?
  - Salary assistance up to 50% to a maximum of \$1500 per month
  - Flexible internships from 4 months to 1 year in duration
  - Travel costs up to 50% to a maximum of \$3000 to assist the intern in completing in-market research



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## STEP Membership

- Other programs and services
  - 50 hours of Market Intelligence
  - Market Access Program
  - Inbound Buyers Missions
  - Outbound Business Development Missions
  - STEP training: FITT Skills
  - Stepping Out Program



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## Questions?

For more information please contact:

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