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Caribbean Market Experiences and Educational Activities

September, 2008

Caribbean Inbound Buyers Mission, Moncton, New Brunswick

Embassy of Canada in the Dominican Republic and the Canadian High Commission in Barbados

Participant, Attendee

A one day workshop designed to provide current market overviews of the Dominican Republic and Barbados for the purposes of facilitating awareness of potential trade opportunities for multi-sectoral companies in Atlantic Canada

November 2005

America's Food and Beverage Show, Miami – Coordination of Atlantic Canadian Food Sector Presence

The America's Food & Beverage Show is considered an important trade show venue for Atlantic Canadian companies interested in developing business in Caribbean, Latin American and Southern United States markets. Its exhibitor composition incorporates over 40 countries that comprise the Western Hemisphere in which these countries use Miami as their platform for market entry, sales and distribution into the show's target markets. The Atlantic Canada Pavilion hosted sixteen Atlantic Canadian food and beverage processing companies / entities. The Canadian Pavilion was 30 companies in size with Atlantic Canada representing over 50% of the Canadian content in the Pavilion.

In conjunction with an Atlantic committee, as executive director of ACFEP I developed, organized and led the presence of Atlantic Canada at the show inclusive of a matchmaking effort pairing Atlantic Canadian companies with Caribbean buyers. This was a huge success with hundreds of new Caribbean market development opportunities emerging from this initiative.

2004

Trade Team PEI Mission to Barbados

Participated as a mission delegate with a joint and independent business program on the Trade Team PEI Mission to Barbados held in 2004

2004, 2003

Developed and Published the Atlantic Canada Exporters Guide – Doing Business in the Southeast USA and the Caribbean. Contents of this publication were inclusive of market overviews, Canadian company resources and contacts in the Caribbean, export market preparation and business development advice and tools.

2003

Developed, organized and led an Atlantic Canadian Company Mission to Port of Spain, Trinidad for the purpose of matchmaking and facilitating contacts and new business between companies and Trinidad in-market contacts.

2003

Developed, organized and led an Atlantic Canadian Company Mission to San Juan, Puerto Rico for the purpose of matchmaking and facilitating business between companies and Puerto Rico in-market contacts

2003

Organized and facilitated buyer participation and matchmaking of Barbados Private sector companies and the Canadian High Commission in Atlantic Canada Food Industry Conference on Doing Business in the Caribbean hosted in Halifax, Nova Scotia

2003

Organized and facilitated buyer participation and matchmaking of Trinidad and Jamaica private sector companies and the Canadian High Commission in Jamaica in the Atlantic Canada Seafood Industry Conference hosted in St. John's, Newfoundland.

Testimonials

In the Sports world, the term that teams use for the one key player that they build the rest of the organization around is "Franchise Player". Ie Wayne Gretzky, Mario Lemieux, Derek Jeter. A previous boss of mine used to use the term "Water Walker", for such a person. In the world of business, I consider Ann Worth to be of that calibre. She is the total package. She is able to see the "Big Picture", and then think strategically about the various elements. Far from being the typical consultant, she is not afraid to challenge her clients to really examine their thought processes.

She has the gift to be able to immerse herself in different businesses and be able to absorb the many critical nuances. Her listening skills are superb. What separates her from many other intelligent strategic planners, is that she also has the ability to translate the required strategy into creative execution. She has superb selling skills. In her previous role as Executive Director of the Atlantic Canada Food Export Partnership, she was able to single handedly wrestle the required funding from multiple levels of Government and industry. After she left to form the Worth Consulting Group, the Board of Directors of ACFEP was not able to find anybody remotely capable enough to fill her position.

Even though Crosby Molasses Co Ltd has survived very nicely for the last 128 years, Ann has been able to provide real help in pointing a direction for the future.