

## **Mentorship Program Overview and Guidelines**

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**Mentor (men'ter, -tōr).** A wise and trusted teacher or guide, usually a more experienced person. Mentors provide their expertise to less experienced people in order to help them achieve their goals and build networks.

*People who have benefited from being mentored include: Richard Branson was mentored by Freddie Laker; Alexander the Great was mentored by Aristotle; Martin Scorsese mentored Oliver Stone; Eddy Merckx (five-time Tour de France winner) mentored Lance Armstrong (seven-time Tour de France winner); and the list goes on.*

### **Why did FBC develop a Mentorship Program?**

For years FBC has been offering educational programs and market development missions to help Canadian companies export, but entering a new export market or expanding existing markets can still be difficult. We developed the Mentorship Program to provide information, guidance, reassurance and support when you need it; support that is tailored specifically to your needs and challenges. The objective of this program is to provide you with the knowledge and confidence to take the next steps and be a successful exporter.

### **How can the Mentorship Program help you?**

We have gathered a small group of highly experienced individuals who all have in excess of 30 years experience in their various fields. The Mentorship Program can provide a step-by-step export strategy for you; get the market research needed to make the right decisions; help you develop market entry strategies; choose distribution channels; develop presentations for buyers /distributors; work through foreign label requirements; legal requirements associated with exporting; and investment guidance.

### **Who would benefit from participation in the Mentorship Program?**

Any company who wants to enter an export market for the first time or expand into new markets would benefit from the Mentorship Program.

### **How does the Mentorship Program work?**

You must complete an application form and submit it to FBC along with a non-refundable application fee of \$350 plus GST (\$367.50). Our team of professionals will assess your application and provide you with a detailed report based on the information you provide. The report provides you with the information you require to make the decision to proceed or not. It also provides you with a time and cost estimate to reach your stated objectives. Should you wish to proceed, please contact FBC and we will make the necessary arrangements.

**Note:** *The application fee of \$350 has already been cost-shared and covers the time to assess your application and prepare the detailed report.*

Confidentiality is an important part of the Mentorship Program. All mentors have signed an *Obligation of Confidentiality* which states that confidential information pertaining to your project will not be used, directly or indirectly, for the benefit of any person, entity or organization other than the individual Program Participants and/or as deemed necessary, FBC.

### **Who is Eligible to Participate?**

Participants must operate in Canada and products under this program must have a minimum Canadian content of 50 percent by value; and provide direct or indirect employment of local labor in the production and/or manufacture of products under this program.

If you would like more information on the Mentorship Program and how it can help you achieve your objectives please contact Karen Parker ([kparker@foodbeveragecanada.com](mailto:kparker@foodbeveragecanada.com)) or phone 780-486-9679 or toll free at 1-800-493-9767.

*Program funded in part by Agriculture & Agri-Food Canada  
Through the Canadian Agri-Food International program*