

Invitation to “Market Entry Strategies”, a Ready Set Grow webinar.

September is coming and so is a new set of Ready Set Grow webinars.

You have a great new product, but how do you get it to market? Your success or failure rides on the ability to get to market quickly and with all the pieces of your sales and delivery strategy in place.

This session will look at how to develop a strategy that will open the door to high growth by addressing the critical success factors for successful market entry.

You can register at: <http://www.innovationcentre.ca/events>

The session takes place on **Tuesday September 15 at 12:00 EDT**. There is no cost to attend, but space is limited and advance registration is required. Sessions are accessible over a standard web-browser. Attendees will receive access to the Ready, Set, Grow Resource Guide, which captures the content of the series.

This will be the first session in our fall term, so don't miss it - sign-up now!

The Ready Set Grow webinars are intended as a resource for emerging and established Canadian Technology companies to help them accelerate their growth. Each webinar features recognized subject matter experts and Canadian tech industry executives addressing a broad range of the issues facing growing companies.

The series is being presented by the Canadian Innovation Centre and the Technology Marketing Resource Centre in collaboration with the Canadian Advanced Technology Association (CATA). The Ready Set Grow series is sponsored by Export Development Canada (EDC) and the Business Development Bank of Canada (BDC).

We hope you can join us!

Please feel free to forward this to others you know who might benefit from attending this event.