

Market Readiness Program™

Modern. Real. Practical.

[The Market Readiness Program™](#) is an annual four and one-half day training event that takes place from **August 11-15, 2019**. It combines interactive seminars on topics related to exporting, including visits to [NY NOW ©](#), the largest “home and lifestyle” trade show in the U.S. The training is designed for anyone interested in entering the U.S. market for gifts and decorative accessories as well as for members of supporting agencies or groups looking to enter the US market. It is held annually concurrently and on site with NY NOW’s August trade show.



You can read the experience of past participants [here](#) under our Inside Look MRP Alumni Edition. Watch the video for more behind the scenes in our [MRP 2019 Video](#).

[To Apply Now, click here](#)

Program Goal

To provide members of the international artisan sector a firsthand opportunity to explore and evaluate the characteristics and demands of the US retail market, through training, mentoring and networking, strengthening skills essential to the continued development of sustainable artisan enterprises.



By attending the Market Readiness Program, you will:

- Develop an understanding of the structure, characteristics and segmentation within the US retail market
- Understand the sequence of the export distribution channel and the roles and responsibilities throughout the channel

- Identify the opportunities and constraints for global handmade goods in the US retail market
- Recognize the major role of product development, design and color in gaining entry in the US retail market
- Expand a basic understanding of marketing principles to include the significant influence of effective websites and social networking strategies.
- Identify the key component of the costing and pricing process and the impact the process has on marketing strategies
- Learn the fundamental details of production planning to insure production efficiencies and quality control
- Understand the universal basis of US buyers' expectations for product, pricing, quality, delivery, communications and service
- Benefit from the shared experience of fellow participants while solving the challenges of artisan enterprises
- Get individual feedback on your products and business from our team of Mentors and US artisan market experts.
- Display your products in our ATA Display room
- Tour cutting edge retail shops selling artisan products in New York City



Program Fee:

Full Program fee:	\$2,999	due July 11, 2019
Early Registration Program Fee	\$2,500	due June 11, 2019 (a discount of \$499)
Spanish Translation per person	\$499	Professional Spanish interpretation & written materials

A **\$500 non-refundable deposit** is required for all payment options to secure your space upon registration.

Early Registration Payment Plan

1. \$500 non-refundable deposit is required to secure your space upon registration.
2. \$1000 due by May 11, 2019
3. \$1000 Final Payment due by June 11, 2019

Included in Your Program Fee

- All training materials, manual, and resources (paper copy and electronic copy)
- Display of your product collection in ATA's Display Room at NY NOW
- Networking with Handmade exhibitors at NY NOW
- Coaching and mentoring from industry experts such as product designers, established social entrepreneurs, and buyers
- Small group problem solving on your key issues
- Networking with other participants who are artisans, young social entrepreneurs, artisan development professionals, and many more.
- Tour of retail shops selling artisan products in New York City

Not included in your Program Fee

- Travel
- Accommodation
- Meals
- Translation
- Interpretation

US Visa

For Non-US participants, we recommend that they start the visa process **120 days** prior of arrival, or **April 12, 2019**. ATA can provide an invitation letter for this process.

Apply now in 3 easy steps

1. **Complete the entire application form**
2. **Short Interview:** ATA will review your application and set up a short call to learn about your goals and answer your questions.
3. **Pay the \$500 non-refundable deposit** to secure your spot. Only 30 spots are available and are first come first served.

Mission Statement

Aid to Artisans (ATA) a division of Creative Learning, a Washington DC based non-profit organization, offers practical assistance to artisan groups world-wide, working in partnerships to foster artistic traditions, cultural vitality, improved livelihoods and community well-being. Through collaborations in product development, business skills training and development of the new markets, Aid to Artisans fosters sustainable economic and social benefits for craftspeople in an environmentally sensitive and culturally respectful manner.

