



## **Global Opportunities, Obstacles and Change for Small and Medium-Sized Canadian Businesses**

### **International Trade and Investment Centre**

*Eighth Meeting*

**September 24-25, 2008**

Delta Centre-Ville Hotel

777, rue University, Montreal, QC H3C 3Z7 Tel: 514-879-1370

### *Agenda*

**Co-Host: Business Development Bank of Canada**

**Objectives:**

- To better understand the experiences, opportunities and obstacles of Canadian SMEs faced with globalization and accessing global markets
- To better understand the policy and business strategy challenges that flow from these opportunities and challenges

### **Wednesday, September 24, 2008**

4:00 p.m.     **Advisory Group meeting** (Champion and Lead Members) (*St-Laurent Room*)  
– Discussion of research to date and determination of future research priorities

6:00 p.m.     **Reception** (*Les Courants*)

6:30 p.m.     **Dinner** (*Les Courants*)  
**Helping to Prepare SMEs for Globalization**  
Jean-Rene Halde, President and Chief Executive Officer  
Business Development Bank of Canada

## Thursday, September 25, 2008

- 8:00 a.m. Continental Breakfast (*St-Laurent Room*)
- 8:30 a.m. **Welcome and Introductions**  
Glen Hodgson, Senior Vice-President and Chief Economist, Conference Board of Canada  
Edmée Métivier, Executive Vice-President, Financing and Consulting  
Business Development Bank
- 9:00 a.m. **What Differentiates SMEs that Internationalize More Extensively and Effectively? Implications for Business and Government** (Preliminary results of Conference Board research)  
➤ Eileen Fischer, Professor, Schulich School of Business, York University
- 9:45 a.m. Break
- 9:50 a.m. **Member and Academic Research**  
This is an opportunity for members and guest academics to briefly profile related research and initiatives.  
➤ Shakeel Bharmal, Purolator, “Research on SMEs That Source Globally”  
➤ Jérôme Nycz, Business Development Bank of Canada, “Barriers and Opportunities for SMEs to Integrate into Global Value Chains”
- Break
- Sylvie Pinsonnault, Investissement Québec, “Investissement Quebec-Financial Solutions to Expand SMEs' Market Shares Internationally”  
➤ David Boileau, Foreign Affairs and International Trade Canada, “Analysis of Exporter Registry Data and What It Shows About SME Exporters”
- 12:15 p.m. Lunch (*Les Courants*)  
Presentation: **U.S. Financial Crisis: Causes, Solutions and Aftermath**  
➤ Glen Hodgson, Senior Vice-President and Chief Economist, Conference Board of Canada
- 1:45 p.m. **Business Perspectives**  
Each panelist will present their experience of challenges and success factors in accessing global opportunities.  
➤ Frank Thybaut, Business Analyst, Strategy and Analysis, Supply Chain, Bombardier  
“What multinational companies look for in SME suppliers”  
➤ Nina Gupta, Greenlite Corporation, “Challenges of Going Global”  
➤ Rick Whittaker, Sustainable Development Technology Canada, “Challenges to Global Commercialization of SME Innovation”
- Break at the discretion of the Chair.
- 3:30 pm **What have we learned?** Open discussion on how different levels of government and regional agencies could enhance opportunities for SMEs.  
Opening discussant: Jean-Pierre Furlong, Quebec Ministry of Economic Development, Innovation and Export Trade
- 4:30 pm Meeting concludes