



Trading in a Digital Economy

Agenda

Tuesday, April 12 and Wednesday, April 13, 2011

**Hilton Montreal Bonaventure
900 de la Gauchetière Ouest, Montréal, Québec**

Co-Host: Export Development Canada

Objectives:

- To explore the challenges and opportunities for Canadian companies of all sizes going global in a digitized economy;
- To identify best practices for companies going global in a digitized economy
- To consider whether and how government policies and business strategies need to change to maximize global opportunities

Tuesday, April 12, 2011

6:00/6:30 pm Reception/ Dinner – *Ferriera Café, Montréal*

Evening Speaker

Yona Shtern, Chief Executive Officer and Co-Founder, Beyond the Rack

Wednesday, April 13, 2011

- 8:30 a.m. **Welcome and Introductions**
Glen Hodgson, Senior Vice-President and Chief Economist, The Conference Board of Canada
- 8:45 a.m. **Welcome from Co-Host**
Peter Hall, Vice-President and Chief Economist, Export Development Canada
- 9:00 a.m. **Canada's Trade in a Digital World**
Danielle Goldfarb, Associate Director, International Trade and Investment Centre,
The Conference Board of Canada

- 9:45 a.m. **Best Practices for SMEs to Build International Sales in a Digitized Economy**
Rebecca Reuber, Professor of Strategic Management, Rotman School of Management
University of Toronto and
Eileen Fischer, Professor of Marketing, Schulich School of Business, York University
- 10:45 a.m. **Role of the Digital Economy in Global Trade Management**
Fergus Groundwater, Program Lead, Global Trade Management, Centre of Innovation,
Export Development Canada
- 12:00 p.m. Networking Lunch
- 1:15 p.m. **Canada's Role in the Global Digital Economy**
Paul Day, Vice-President, Information and Communications Technology
Export Development Canada
- 2:15 p.m. **Profile of Best Digital Economy Practices**
1. Ben Yoskovitz, founding Partner, Year One Labs
2. Dominique Jodoin, Chief Executive Officer, Bluestreak Tech
- 3:30 p.m. Member Discussion
- 4:00 p.m. Adjournment