



Global Commerce Centre Spring 2019 Members Meeting

Trade Diversification

April 23-24, 2019

Co-Host: Export Development Canada

www.conferenceboard.ca/gcc

Objectives:

- Provide an overview of the opportunities and threats to Canada's trade diversification efforts (trading partners and mix of exports).
 - Discuss the challenges that businesses face when exporting and doing business in non-U.S. markets including Asia and Europe, and discuss the lessons learned.
 - Explore how Canadian businesses can develop and improve their global competitiveness in non-traditional sectors including digital trade.
 - Examine what approaches, policies and tools could help Canadian businesses expand their presence in new markets.
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Day One: April 23rd, 2019

Location: Export Development Canada, 150 Slater Street, Ottawa, ON K1A 1K3

Room: 544

5:30 p.m.

Networking reception

6:20 p.m.

Welcoming Remarks by The Conference Board of Canada and Export Development Canada

Pedro Antunes

Chief Economist
The Conference Board of Canada

Peter Hall (TBC)

Vice-President and Chief Economist
Export Development Canada

or

Mairead Lavery (TBC)

CEO
Export Development Canada

6:30 p.m.

Dinner

7:30 p.m.

Keynote Speaker
The Honourable Mary F.Y. Ng
Minister of Small Business and Export Promotion

9:00 p.m.

Adjourn

Day Two: April 24th, 2019

Location: Export Development Canada, 150 Slater Street, Ottawa, ON K1A 1K3

Room: 544

7:45 a.m. **Registration and Networking Breakfast**

8:30 a.m. **Welcoming Remarks**

Matthew Stewart
Director
The Conference Board of Canada

Julie Adès
Senior Economist
Global Commerce Centre, The Conference Board of Canada

Stephen Tapp
Deputy Chief Economist
Export Development Canada

8:50 a.m. **Global and Canadian Outlook**

Pedro Antunes
Chief Economist
The Conference Board of Canada

9:25 a.m. **Trade diversification: Where does Canada stand today, how did we get here, and what are the opportunities and threats to diversifying our trade?**

Julie Adès
Senior Economist
The Conference Board of Canada

Total Potential Market for International Trade and Investment, and the Benefits of Diversification

Stephen Tapp
Deputy Chief Economist
Export Development Canada

10:25 a.m. **Networking Break**

10:40 a.m. Panel on diversifying Canada's Comparative Advantages and improving and developing Canadian Exporters' Competitiveness in non-traditional sectors including digital trade.

Moderator: TBD

Deanna Horton

Fellow

Munk School of Global Affairs

Dan Ciuriak

Director and Principal

Ciuriak Consulting Inc.

Panelist (TBD)

11:55 p.m. Networking Luncheon

Keynote Speaker

Ailish Campbell (invited)

Chief Trade Commissioner and ADM

Global Affairs Canada

1:10 p.m. Panel on Challenges, Opportunities and Lessons Learned by Canadian businesses selling to Asia (perhaps discussions on opportunities from the CPTPP? What are the Asian markets with the most promising opportunities (including China and India).

Moderator: Deanna Horton

Fellow

Munk School of Global Affairs and Public Policy

T Kendal Hembroff

Director General, Trade Negotiations

Global Affairs Canada

Paul Bottero (invited)

President and CEO

inMotive

Panelist (TBD)

2:25 p.m. Interactive Discussion

3:05 p.m. Networking Break

3:20 p.m. Panel on Challenges, Opportunities and Lessons Learned by Canadian businesses selling to the EU (perhaps also discussion on the impact of CETA so far, what needs to be done to improve prospects for Canadian exporters)

Moderator (TBD)

Matthew Poirier

Director, Trade Policy

Canadian Manufacturers & Exporters

Anna Forgione (invited)
General Counsel
Desire2Learn

Panelist (TBD)

4:35 p.m. Closing Remarks

4:45 p.m. Adjourn