



Global Commerce Centre Spring 2019 Members Meeting

Trade Diversification: Broadening Canada's Reach

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: The Courtyard Restaurant, 21 George St., Byward Market, Ottawa, ON

Room: McArthur Room

5:30 p.m. Networking reception

6:15 p.m. Welcoming Remarks by The Conference Board of Canada and Export Development Canada

Pedro Antunes
Chief Economist
The Conference Board of Canada

Stephen Tapp
Deputy Chief Economist
Export Development Canada

6:30 p.m. Dinner

7:30 p.m. Keynote Speaker
Ari Van Assche
Associate Professor, Department of International Business
HEC Montréal

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, Economics
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

9:50 a.m. Total Potential Market for International Trade and Investment, and the Benefits of Diversification

Stephen Tapp
Deputy Chief Economist
Export Development Canada

10:15 a.m. Size and Pattern of Exporter Trade Diversification

Emily Yu
Senior Economist
Global Affairs Canada

10:40 a.m. Networking Break

10:55 a.m. Panel: Diversifying Canada's Comparative Advantages and Improving Canadian Exporters' Competitiveness in Non-traditional Sectors

Moderator:
Matthew Stewart
Director
The Conference Board of Canada

Deanna Horton
Fellow
Munk School of Global Affairs

Dan Ciuriak
Director and Principal
Ciuriak Consulting Inc.

Patrick Leblond
Associate Professor
CN - Paul M. Tellier Chair on Business and Public Policy
Graduate School of Public and International Affairs, University of Ottawa

12:05 p.m. Networking Luncheon

1:05 p.m. Panel: Challenges, Opportunities and Lessons Learned by Canadian Businesses Selling to Asia (including discussions on opportunities from the CPTPP and Asian markets with the most promising opportunities)

Moderator:
Deanna Horton
Fellow
Munk School of Global Affairs and Public Policy

T Kendal Hembroff
Director General, Trade Negotiations
Global Affairs Canada

Claire Citeau
Executive Director
Canadian Agri-Food Trade Alliance

Ron DiCarlantonio
Founder and CEO
iNAGO Inc.

2:20 p.m. Interactive Discussion

3:05 p.m. Networking Break

3:20 p.m. Panel: Challenges, Opportunities and Lessons Learned by Canadian Businesses Selling to the EU (including discussions on the impact of CETA so far and what needs to be done to improve prospects for Canadian exporters)

Moderator:

Mélanie Raymond

Director

Global Affairs Canada

Matthew Poirier

Director, Trade Policy

Canadian Manufacturers & Exporters

Jean-Philippe Robert

President

Quartz Co.

Dustin Olender

Director, ISO Implementation

AML Oceanographic

4:35 p.m. Closing Remarks

Pedro Antunes

Chief Economist

The Conference Board of Canada

4:45 p.m. Adjourn