



i | e | canada

Global trade 2010: What's Ahead?

Monday, December 7th, 2009, Sheraton Hotel, 801 Dixon Road, Toronto, ON M9W 1J5

If your company is involved in global business development this day-long program can give you a jump on your competition! Learn key strategies for capitalizing on emerging global trade opportunities and decision making tools to ensure you're employing the best practices in export strategy

Trade Policy

8:45 – 9:15 Jean-Benoît Leblanc , Director Foreign Affairs and International Trade Canada

Canada is a trade dependent nation. Since 2000, Canadian trade has been diversifying. Tremendous growth of emerging economies will be critical to the future success of Canadian manufacturing. Hear the latest in Canadian policy directions that support your global business development.

What's New with Canada's Major Trading Partner?

9:30 – 10:00 U.S. Consul General - Kevin Johnson

The United States remains Canada's most important trading partner. Integrated trade forms the key pillar for many businesses. What's in store for 2010 in the United States? Learn the priority issues.

Break – 10:00 - 10:30

Export Controls in the North American Context: Time to Review, Need for Reform

10:30 – 12:00

In order to be successful in developing business with Canada's key trading partner, businesses must keep a constant watch on American and Canadian policy priorities. Get information on two issues that will impact your business:

a. U.S. Export Controls Regime: Michael Woods, Partner, Heenan Blaikie LLP

Commerce Secretary Gary Locke has announced two important reforms. He has directed the Bureau of Industry and Security to stop requiring licenses for all dual-use exports on the Commodity Control List for shipments to 40 to 60 of the closest US allies. He has mandated the cutting of processing time for in-house license applications.

b. Canada's Export System: Thomas Jones, Managing Partner, Canada Export Consulting Services

With the apparent urgency of the move to reform US control laws raises the question of determining are such reforms are needed in Canada?

Luncheon- Noon – 1:30

Taking on the World: Joseph Brick, National Practice Leader, KPMG

Canada seems poised to excel as the global economy recovers, giving Canadian organizations an edge in doing business globally. KPMG's recent survey documents the extent of private companies' foreign operations to date; sheds light on the benefits of global expansion for private companies, and the key challenges and risks of doing so; and provides information about local employee and supply resources in foreign markets.

Priority Markets

China 1:30 – 2:30

China: a political and economic snapshot: Tony Gostling, Membership Services Director, Canada China Business Council

Opportunities: Success in China a case study: Mike DePaul, Associate Vice President, Imports & Vendor

Management, Canadian Tire Retail, Canadian Tire Corporation Limited

Brazil 2:30 – 3:30

Brazil: a political and economic snapshot: Wanja Campos da Nobrega, Consulate General of Brazil

Opportunities: Success in Brazil a case study: Eric Bonnor, Sr. Vice President, Private Equity, Brookfield Asset Management Inc.

Break – 3:30-4:00

4:00 – 5:00 Taking advantage of Programs and Services

Key support for your business development agenda:

Letters of credit: Reesa Shurgold, Assistant VP, HSBC

Fraud: verification of business partners: Craig Hannaford, President, Hannaford Partners Inc

5:00-End of Seminar

Seminar Fee: \$195

Luncheon + Afternoon Session Fee: \$95.00



Foreign Affairs and
International Trade Canada
Trade Commissioner Service

Affaires étrangères et
Commerce international Canada
Service des délégués commerciaux

CUSTOM HOUSE
A WESTERN UNION COMPANY

WESTERN
UNION



RUSSELL A. FARROW LIMITED
A FARROW COMPANY CUSTOMS • LOGISTICS • SYSTEMS SOLUTIONS • GLOBAL SERVICE



For more information and registration visit <http://globaltrade2010.eventbrite.com>
For questions contact us at jesse@iecanada.com