



## Canada/EU Comprehensive Economic and Trade Agreement: What's In A Name?

The Canada/EU Negotiations of a Comprehensive Economic and Trade Agreement remains a high priority for the Canadian government and industry stakeholders as they continue in 2010.

**Geographic Indications (GI)** is one of the EU's three principal requirements of the Agreement. As GIs could have a significant impact on Canadian food manufacturing and food import sectors, I.E.Canada, in partnership with Bennett Jones LLP., Foreign Affairs and International Trade Canada, Agriculture and Agri-Food Canada, and European Union Chamber of Commerce in Toronto invite you to attend a roundtable discussion of the latest developments in the negotiations following the recently concluded round of negotiations that began in April 2010, and the potential impact of GI negotiations on the business community.

When: **Tuesday, May 25, 2010**

Where: Bennett Jones LLP, Suite 3400, 1 First Canadian Place, Toronto, Ontario

Time: 12:00 — 12:20 p.m.— Registration and Lunch  
12:20 — 3:00 p.m.— Program

12:20 **Introduction**

Milos Barutciski, Partner, and Co-Chair, International Trade and Investment Practice Group, Bennett Jones LLP.

12:30 **Canada-European Union Trade Negotiations—Update**

Steve Verheul, Chief Trade Negotiator (Canada—European Union), Foreign Affairs and International Trade Canada (*Confirmed*)

1:00 Jason Langrish, Executive Director, Canada Europe Roundtable for Business

1:20 *Question Period*

1:40 **Intellectual Property and GIs**

Deric Dubien, Deputy Director - Intellectual Property (Europe), Foreign Affairs and International Trade Canada (*Confirmed*)

2:00 *Question Period*

2:10 **Roundtable Discussion with Business Community**

**Potential Implications of GIs for Canadian Food Manufacturers/Importers**  
Dr. Keith Mussar, Chair, Food Committee, I.E.Canada

2:25 **GI Lessons Learned – Champagne to Sparking Wine**  
CJ Helie, Executive Vice President, Spirits Canada, Association of Canadian Distillers

2:40 *Question Period*

2:50 **Opportunities to Influence**

Dr. Keith Mussar, Chair, Food Committee, I.E.Canada

2:55 **I.E.Canada – Consultative Forum**

Joy Nott, President, I.E.Canada

3:00 **Final Remarks**

Milos Barutciski, Bennett Jones LLP.

This is a complimentary invitation for interested parties with limited seating. Please click here to register: <http://canadaeuftawhatsiname.eventbrite.com>. If you are unable to attend in person but would like to participate via teleconference, please contact Amesika Baeta, Committee Director at [abaeta@iecanada.com](mailto:abaeta@iecanada.com).

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