



FULL PROGRAM

Monday, October 2, 2017

- 5:00-7:00 p.m. **Registration Opens**
- 5:30-7:00 p.m.
(6:15 p.m.) **Opening Reception (Foyer Beethoven/Chopin)**
Welcome Remarks: **Caroline Tompkins**, CITP, President and Chief Executive Officer,
[Forum for International Trade Training](#)

Tuesday, October 3, 2017

- 8:00 a.m. **Registration Opens / Breakfast (Foyer Beethoven/Chopin)**
- 9:00 a.m. **Conference Opening and Welcome (Beethoven/Chopin)**
Presenter: **Leslie Maingast**, Board Chair, [Forum for International Trade Training](#)
- 9:15 a.m. **Opening Keynote Presentation: Meeting your future in international markets**
The future of international trade will be led by talented entrepreneurs who embrace technology, disruption and innovation. Find out how you can bring your organization into the future by staying on top of the latest trends, technology and find your next big global business idea.
Presenter: **Nicole Verkindt**, Founder, [OMX](#), “Dragon”, [Next Gen Den](#), Panellist, CBC News, The Exchange
- 10:15 a.m. **Networking and Health Break (Foyer Beethoven/Chopin)**
- 10:45 a.m.
Building your Team **Concurrent Workshop Sessions**
1. Trade is Complicated! Overcoming the unique challenges of global business (Julien/Gagnon/Walker)
This discussion brings together experts on facing and outpacing your competition, building the best global team, and managing and minimizing risk in your international ventures. This expert panel will give you the insights you need to succeed in global markets by overcoming the challenges we face today and into the future.
Moderator: Peter Kucherepa, [Barrister and Solicitor](#), FITT Director
Panelists:
• **Ed Marsh**, Founder & Principal, [Consilium Global Business Advisors](#) | Export Advisor, American Express: **Outpacing the competition**
Get keen insights into the technology that can help your international marketing and competitive intelligence, and some great tools that international business pros like you

need to succeed. Cut through the clutter and zero in on the how technology can help your business grow in global markets.

Phil Mondor, President and CEO [Emerit Consulting](#) and [Tourism HR Canada](#): **Building an effective global business team**

A key challenge to working in today's globalized business environment is effectively managing cross-border team of individuals with different nationalities and cultures. Find out how you can adopt the right tools and principles that maximize the transfer of knowledge and bring talent together to achieve success.

- **Jared Burns**, Vice-President, Corporate Foreign Exchange, [EncoreFX](#): **Managing and mitigating risk**

There is no shortage of opportunities out there for intrepid business practitioners looking to explore new international markets. But delving into a new foreign exchange endeavor comes with inherent risks. So, how can you prepare your business to manage and mitigate risk while enjoying greater success in international markets?

International Marketplace

2. How to take advantage of trade agreements in the 21st century (*Suzor-Côté*)

Free trade agreements are critical to support sustainable economic growth. This session will highlight the benefits of current and future trade agreements, and how you can take advantage of them to help penetrate new markets, grow a presence outside of your country of origin, and adapt operations to be able to supply globally.

Moderator: Alexander R. Malaket, CITP, President, [OPUS Advisory Services International](#)

Panelists:

- **Cindie-Eve Bourassa**, Deputy Director, Free Trade Agreement Task Force, [Global Affairs Canada](#)
- **Maxim Berdichevsky**, CITP Deputy Director, [Global Affairs Canada](#)

Meeting your Future

3. The future frontiers of global business (*Delfosse*)

Learn from an assembled panel of experts on emerging markets, foreign investment, customs and efficiency, and the trade innovations of tomorrow who have come together to give you insights into the trends that will shape the future of global business.

Moderator: Darcy Ferron, CITP, Global Accounts Director, [Export Development Canada](#)

Panelists:

- **Adrian Mutton**, Founder & Chief Executive Officer, [Sannam S4 Inc.](#): **Tomorrow's emerging markets**
Find out where today's emerging markets are headed and where the biggest opportunities in the emerging markets of tomorrow will be.
- **Gustavo Zentner**, CITP, President, [InterPOC](#) – International Point of Commerce: **A window into the future of investment**
What will the future of foreign direct investment be? And how can you find the best opportunities to get involved in the most lucrative markets of tomorrow?

[\(EDC\)](#)

- **James Spina**, President & CEO, [Spina Cross Border Consulting Inc.](#): **A new world of customs efficiency**
Find out what changes to look out for when importing or exporting, how to plan for those changes, and what that means to your bottom line.
- **Omar Allam**, Founder and Chief Executive Officer, [Allam Advisory Group](#): **How innovation is changing trade**
Learn what you can expect from the next big disruptive innovations in international trade and how to plan NOW for what you can do tomorrow to be an early adopter. Leave armed ready to take on the future of trade.

12:00 p.m.

Luncheon (*Beethoven/Chopin*): The Honourable [François-Philippe Champagne](#), Minister for International Trade (invited)

1:15 p.m.

Building your Team

Concurrent Workshop Sessions

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This discussion brings together experts on facing and outpacing your competition, building the best global team, and managing and minimizing risk in your international ventures. This expert panel will give you the insights you need to succeed in global markets by overcoming the challenges we face today and into the future.

Moderator: **Clarecia Christie**, Team Lead, Trade Information, [TFO Canada](#)

Panelists:

- **Ed Marsh**, Founder & Principal, [Consilium Global Business Advisors](#) | Export Advisor, American Express: **Outpacing the competition**
Get keen insights into the technology that can help your international marketing and competitive intelligence, and some great tools that international business pros like you need to succeed. Cut through the clutter and zero in on the how technology can help your business grow in global markets.
- **Phil Mondor**, President and CEO [Emerit Consulting](#) and [Tourism HR Canada](#): **Building an effective global business team**
A key challenge to working in today's globalized business environment is effectively managing cross-border team of individuals with different nationalities and cultures. Find out how you can adopt the right tools and principles that maximize the transfer of knowledge and bring talent together to achieve success.
- **Jared Burns**, Vice-President, Corporate Foreign Exchange, [EncoreFX](#): **Managing and mitigating risk**
There is no shortage of opportunities out there for intrepid business practitioners looking to explore new international markets. But delving into a new foreign exchange endeavor comes with inherent risks. So, how can you prepare your business to manage and mitigate risk while enjoying greater success in international markets?

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Learn from an assembled panel of experts on emerging markets, foreign investment,

customs and efficiency, and the trade innovations of tomorrow who have come together to give you insights onto the trends that will shape the future of global business.

Moderator: Tanita Alexandridis, CITP, Senior Associate, Advisory Services, [Export Development Canada](#)

Panelists:

- **Marcos Vaena**, Chief, Sector and Enterprise Competitiveness, [ITC](#): **Tomorrow's emerging markets**
Find out where today's emerging markets are headed and where the biggest opportunities in the emerging markets of tomorrow will be.
- **Maxim Berdichevsky, CITP** Deputy Director, [Global Affairs Canada](#): **A window into the future of investment**
What will the future of foreign direct investment be? And how can you find the best opportunities to get involved in the most lucrative markets of tomorrow?
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2:30 p.m.

Networking & Health Break (Foyer Beethoven/Chopin)

3:00 p.m.

FITT-EDC Special Announcement (Beethoven/Chopin)

3:30 p.m.

Secrets to success master class (Beethoven/Chopin)

Gather around and hear from award-winning exporters who have the scars and made the sales. You'll hear first-hand experiences about how these companies have entered new markets – from the complexities of doing business in China, to the ease of exporting services from a home-based business. Learn some value tips, how to avoid some common mistakes, and get the inside story on making successful global deals. This is a true mentorship opportunity for you learn from and get to know some of the masters of exporting. A don't miss session.

Moderator: Sylvain Charbonneau, Associate Vice-President, Research, [University of Ottawa](#)

Panelists:

- **Amy Karam**, Consultant and author, [Karam Consulting](#): **Doing business in China**
- **Paul Sweeney**, President/Owner, [Swenco Limited](#): **Export Award Winner**
- **Paula Greene, CITP**, President and Chief Executive Officer, [Beyond Ventures Group Inc.](#)
- **Diane Girard, CITP**, Founder and Chief Executive Officer, [Global Links Network Inc.](#)

5:00 p.m.

Program ends for the day

5:30-6:30 p.m. **Anniversary Reception (Foyer Beethoven/Chopin)**

6:30-10:00 p.m. **Anniversary Dinner (Beethoven/Chopin)**
Featuring Comedian [Dave Hemstad](#)

Wednesday, October 4, 2017

8:00 a.m. **Registration Opens / Breakfast (Foyer Beethoven/Chopin)**

8:45 a.m. **Welcome (Beethoven/Chopin)**

9:00 a.m. **Keynote Presentation: A view from both sides: Why corruption happens and how to protect your people and organization**

With a unique insight into the murky world of bribery, corruption and the operations of its perpetrators, Richard shares his own experiences and offers important lessons on identifying and mitigating corruption risk. Learn the dangers of how policies and incentives can create conflicting messages to employees, and how to reconnect and reengage with employees before a crisis hits. Presented with Sgt Pat Poitevan, senior investigator with the RCMP, you will explore both sides of contentious issues, and have a unique opportunity to ask these highly qualified experts your burning questions in a special Q&A. Everyone, no matter the title or job function, will take something new away from this presentation.

Moderator: Kristine Robidoux, QC, CCEP, Senior Compliance Regulatory Counsel, [Gran Tiera Energy Inc.](#)

Presenters:

- **Richard Bistrong**, Former FCPA Violator and FBI/UK Cooperator, CEO, [Front-line Anti-Bribery LLC](#)
- **Sergeant Pat Poitevin (Ret.)**, Senior Investigator - Outreach Coordinator, Sensitive and International Investigations, National Division, [Royal Canadian Mounted Police](#) / Co-Founder / Senior Advisor, [Canadian Centre of Excellence for Anti-Corruption](#)

10:30 a.m. **Networking & Health Break (Foyer Beethoven/Chopin)**

11:00 a.m. **Assembling your A-Team (Beethoven/Chopin)**

Building your Team

The business of international trade and global commerce is very much a business of people and partnerships. It takes a cast of characters to complete a trade transaction, and keep a global business running. Learn how to find and bring together the right talent to compete at the top of your game internationally from the experts in finance, accounting, law and logistics in this dynamic discussion.

Moderator: John Treleaven, CITP, President, The Treleaven Consulting Group Ltd.

Panelists:

- **Julie Pottier**, Vice-President, Commercial Markets and Small Business, [Export Development Canada: Financial wizards](#)

Finances will make or break any attempt to go global with a business. Learn about the financial risk of trading globally, how to navigate the latest fintech and changing financial landscape, the challenges companies face in managing cash flows, and the importance of working as a team to limit the downside risk.

Andre Oliveira, Senior Manager, [Richter](#): **Truly global accounting**

Learn exactly what you need when it comes to adaptable, reliable, leading-edge accounting services to help your business manage the complicated world of international transactions.

- **Katherine Xilinas**, Associate Partner, [EY Global Trade Leader Canada](#): **Legal eagles**
From a legal standpoint, there's an exceptionally wide range of knowledge when it comes to global trade. Learn how to cover all your legal bases from patent registration to incorporation, business licenses, arbitration, enforcement of contracts, international financing and free trade agreements.
- **Darryl Wettlaufer**, Vice-President, Operations, [DHL Express Canada](#): **The parties in your 3PL**
Find out how businesses can make full use of logistics service provider's infrastructure and support, and get solutions for moving products and information along the supply chain to add value and gain results. Logistics service is not about freight transportation from point A to point B, but how different players along the supply chain can unite together as business partners and add value to their customers.

12:15 p.m.

Luncheon (*Beethoven/Chopin*)

1:30 p.m.

iPoliticsLIVE: Global trade complexities - unscrambling opportunities (*Beethoven/Chopin*)

Join in the discussion as we broadcast live from the [Your Future in Global Markets 2017 International Business Conference](#). Nationally recognized iPolitics columnist [Susan Delacourt](#) sits down with a panel of experts to understand what strategies business need to deal with the complexities of international trade, and how government can best support their growth in an uncertain future.

Moderator: Susan Delacourt, Nationally Acclaimed iPolitics Political Columnist
Panelists:

- **Carl Burlock**, Senior Vice-President and Global Head, Financing and Investments, [Export Development Canada](#)
- **Leroy Lowe**, CITP, Faculty, International Business, [Nova Scotia Community College](#)
- **Andrea Stairs**, Managing Director, eBay Canada
- **Corinne Pohlmann**, Senior Vice-President, National Affairs and Partnerships, [Canadian Federation for Independent Business](#)

2:45 p.m.

Networking & Health Break (*Foyer Beethoven/Chopin*)

3:00 p.m.

International Marketplace

Choosing and excelling in your next international market (*Beethoven/Chopin*)

There are 196 countries in the world. That's a lot of markets for companies to look at and decide where to sell or buy from! Find out how to analyze and understand global markets and match them to the realities of your firm. Learn about market research tools and techniques, how to segment a market to fit your company, and how to look at a market

from all sides selling, sourcing, shipping, and more. The right market isn't always the biggest and global trade is not just about selling.

Presenter:

- Paul Parisi, President, [Paypal Canada](#)

3:30 p.m.

Meeting your Future

**From AI to VR: the impacts of the latest technology on your business
(Beethoven/Chopin)**

Technology has never moved faster. Learn how automation, machine learning, assistance and virtual reality are changing the way we see the future of international trade, from transportation and logistics to retail and customer service. Learn how to adopt tomorrow's technology seamlessly into today's operations.

Presenter:

- Jyll Saskin Gales, Export Consultant, Global Expansion Team, **Google Canada**

4:30 p.m.

Closing remarks

4:45 p.m.

Program ends

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