

CONFERENCE AGENDA

Monday, October 27th, 2008

- 1:00 – 9:00 p.m. **Conference Registration**
Location: Main Floor Entrance
- 6:30 p.m – 7:00 p.m. **Book signing and Meet & Greet with Mr. Jared Diamond**
- 7:00 p.m – 8:00 p.m. **Presentation by Dr. Jared Diamond, Author of *Collapse: How Societies Choose to Fail or Succeed* and *Guns, Germs & Steel***
Location: Grand Salon
This presentation is being offered to Canada Trade Summit delegates in conjunction with the College of Agriculture and Bioresources, University of Saskatchewan
- 8:00 – 9:00 p.m. **Canada Trade Summit – Opening Reception**
Location: Regal ABC
Remarks by Mr. Dale Botting, Enterprise Saskatchewan and Mr. Lionel LaBelle, Saskatchewan Trade & Export Partnership

Tuesday, October 28th, 2008 – Tackling the Challenges and Seizing the Opportunities – DAY ONE

- 7:00 a.m. **Conference Registration & Information Desk Opens**
Location: Main Floor Entrance
- 7:30 – 8:15 a.m. **Welcome Breakfast & Remarks**
Location: Grand Salon
Opening Remarks by The Honourable Lyle Stewart, Minister of Enterprise & Innovation, Government of Saskatchewan and His Worship Donald Atchison, Mayor of Saskatoon
- 8:15 – 9:00 a.m. **Canada and the World - The View from Inside and Out**
Location: Grand Salon
Canada plays an important role in the global economy. Find out how our contribution is perceived in Canada and around the world.
Speakers:
Mr. Michael Byers, Canadian Research Chair in Global Politics & Law, University of British Columbia
- 9:00 – 10:15 a.m. **Good Neighbours? Trade and Canada/US Relations**
Location: Grand Salon
We know the United States is Canada's largest trading partner, but is the relationship equally beneficial to both nations? Here from both sides how this trading relationship helps in the growth and sustainability of our economy.
Speakers:
Mr. William Dymond, Centre for Trade Policy and Law, Carleton University
Dean Grant Isaac, Hanlon Centre for International Business Studies, Edwards School of Business
- 10:15 – 10:45 a.m. **Networking Break**
Location: Gallery AB
- 10:45 – 12:15 p.m. **Planes, Trains, Boats & Trucks...Canada's Advantages and Challenges in Freight and International Trade**
Location: Grand Salon
You have the product, you have the buyers, but what is the best way to bring the two together? Learn how you can maximize your freight and transportation dollars.
Speakers:

Mr. Doug Campbell, Campbell Agribusiness
Mr. John Vickerman, Vickerman & Associates

- 12:15 – 1:30 p.m. **Keynote Luncheon with Olympic Triathlon Champion, Simon Whitfield**
Location: Grand Salon
- 1:30 -2:30 p.m. **Up, Up and Away - Where is Canadian Currency Going and How Can Canadian Exports Remain Competitive?**
Location: Grand Salon
We've seen a significant change in the value of Canadian currency recently. What effect has it had and what can Canadian exporters expect to see in the future?
Speakers:
Mr. Mark Frey, Custom House
- 2:30 – 3:30 p.m. **Opening The Door – Attracting Investment**
Location: Grand Salon
Attracting investment can be an important catalyst for a company's growth. Hear what investors are looking for and what it can do for your firm.
Speakers:
To Be Announced
- 3:30 – 4:00 p.m. **Networking Break**
Location: Gallery AB
- 4:00 – 5:00 p.m. **Immigration and Economic Growth**
Location: Grand Salon
For many companies growth is challenged by an ever increasing labour shortage and they are often looking for solutions. This session will explore what needs to be done.
Speakers:
The Honourable Rob Norris, Minister of Advanced Education, Employment and Labour
- 5:00 – 6:00 p.m. **Trade Show Reception**
Location: Gallery AB
Join us for an opportunity to network with exhibitors, sponsors and conference delegates in the trade show area of the conference.

Wednesday, October 29th, 2008 - Tackling the Challenges and Seizing the Opportunities – DAY TWO

- 7:30 – 8:30 a.m. **Breakfast and Economic Update**
Location: Centennial Hall AB
Hear from the experts what is going on in Canada's economy and what can be expected in the near future.
Speaker:
Dr. Jayson Myers, Canadian Manufacturers & Exporters
- 8:30 – 9:30 a.m. **Breakout Session A1**
Filling the Gaps – Strategies for Overcoming the Labour Shortage
Location: Gallery C
A lack of human capital can be detrimental to your international marketing goals. How have companies overcome this challenge and what can your company do?
Speakers:
Mr. Art DeFehr, Palliser Furniture
Mr. Eric Johansen, Saskatchewan Immigrant Nominee Program

Breakout Session B1
Canadian & US Government Procurement
Location: Gallery D

Canadian & US state governments are some of the largest buyers of a variety of products from paper clips to tractors and are known to sign large, long-term contracts. Find out how to take advantage of this opportunity.

Speakers:

Ms. Judy Bradt, Summit Insight

Mr. Jerry Haley, Public Works and Government Services Canada (PWGSC)

9:30 – 10:45 a.m.

Breakout Session A2
Trade Facilitation – Opening Up International Markets

Location: Gallery C

Many opportunities exist for Canadian firms as markets around the world enhance their trade rules and regulations. Find out what opportunities exist for Canadian firms.

Speakers:

Mr. Brian Staples, Trade Facilitation Services

Breakout Session B2
Investment Attraction – The How-To of Growing Your Company through Outside Investment

Location: Gallery D

What your company needs to do and how it can position itself for outside investment. An investor will be on hand to talk about how they identify and analyze companies they may invest in.

Speakers:

Ms. Susan Gorges, Springboard West Innovations

Mr. Ben Voss, MLTC Resources Developments Ltd.

10:45 – 11:00 a.m.

Networking Break

Location: Gallery AB

11:00 – 12:30 p.m.

Breakout Session A3
Pounds? Euros? Greenbacks? – Strategies for Managing Currency

Location: Gallery C

To gain a competitive edge in the world market, you must effectively manage currency fluctuations. This session will provide excellent information and insightful analysis for managing currency.

Speakers:

Mr. Mark Frey, Custom House

Breakout Session B3
Innovative Municipal Infrastructure Solutions- A Multi-billion Dollar Opportunity

Location: Gallery D

This session will explore how innovative infrastructure solutions present a multi-billion dollar market opportunity as well as how private sector companies, researchers and municipalities can work together towards long term solutions.

Speakers:

Mr. John Lee, Communities of Tomorrow

Dr. Troy Vassos, NovaTec Consultants Inc.

12:30 – 1:45 p.m.

Luncheon with Presentation on Global Supply Chains and Canadian Competitiveness by Mr. Peter Hall, Export Development Canada

Location: Centennial Hall AB

1:45 -3:00 p.m.

Breakout Session A4

Legal Considerations in International Sales Agreements

Location: Gallery C

What does your company need to know when negotiating contracts both in Canada and Internationally, setting the terms of your agreement and product liability risks? Find out more in this session.

Speakers:

Mr. Dan Anderson and Mr. John Dipple, MacPherson, Leslie, Tyerman LLP

Breakout Session B4

Commodities

Speculation, Prices, Where is it all going? This session will examine the commodities markets.

Location: Gallery D

Speakers:

Mr. Larry Weber, Weber Commodities
Representative, RBC Dominion Securities

3:00 – 4:00 p.m.

Breakout Session A5

Sourcing Inputs from Offshore Countries: What First Time Importers Should Know

Location: Gallery C

Finding inputs can be a challenge. You want the right quality for the right price, with reliability in supply. Get the answers here.

Speakers:

Mr. Kevin Smith, Smartrend Supply Ltd.
Mr. Dwayne Hounsell, Eagleye Technologies

Breakout Session B5

The Asia Pacific Market – Beyond China

Location: Gallery D

We know China is a growing market with immense export potential, but what other opportunities exist in the Asia-Pacific market?

Speakers:

Mr. Ted Lipman, Ambassador, The Embassy of Canada to the Republic of Korea
Mr. Mark Scullion, Consul and Senior Trade Commissioner, The Embassy of Canada to Japan
Mr. Chad Fleck, Deputy Director, North Asia Commercial Relations

5:00 p.m.

Gala Dinner Reception

Location: Salon Foyer

6:00 p.m. – 8:30 p.m.

Trade Summit Gala Dinner including **Keynote Address by Andrew Coyne, National Editor, *Maclean's* Magazine** and **2008 STEP Exporter of the Year Award Presentation sponsored by Export Development Canada**

Location: Grand Salon

Mr. John Gormley, Rawlco Radio, Master of Ceremony

Thursday, October 30th, 2008 - Tackling the Challenges and Seizing the Opportunities – DAY THREE

8:00 – 9:00 a.m.

Networking Breakfast

Location: Centennial Hall AB

9:00 – 10:15 a.m.

Breakout Session A6

Supplier Opportunities in Canada's Resource Heartland

Location: Gallery C

This session will feature the Manager's of Procurement and Supply Chain Management from two companies. Presenters will overview vendor policy and offer practical insight on not only how to achieve vendor status but how to maintain a healthy, prosperous relationship.

Speakers:

Mr. Ralph Sanders, Potash Corp.

Mr. Grant Gardiner, AREVA Resources Canada Inc.

Breakout Session B6

What's Next?

Location: Gallery D

With the current domestic economic boom, you may not be thinking about maintaining and diversifying your export sales, but what happens if the trend turns downward? This session will examine why the right time to explore new markets is now.

Speakers:

Ms. Justine Hendricks, Export Development Canada

Mr. Scott Ferris, Forum for International Trade Training (FITT)

10:15 – 10:45 a.m.

Networking Break

Location: Gallery AB

10:45 – 12:00 p.m.

Closing Plenary – WTO – It's not over...yet?

Location: Gallery C&D

WTO and its implications for the agriculture sector. Panelists will discuss what the future holds.

Speakers:

Mr. Mike Gifford, Member, International Food & Agricultural Trade Policy Council

Mr. Nithi Govindasamy, Ministry of Agriculture, Government of Saskatchewan

12:00 – 1:00 p.m.

Closing Luncheon

Location: Centennial Hall AB