

**Virtual Event Free to Attend**



## **EU-Canada Business Summit**

**30 SEPTEMBER 2020 | BRUSSELS**

Presented by



CANADA-EUROPE  
ECONOMIC CHAMBER | EU

### **08:45 – 09:00 – Welcome and opening keynote**

**Sam Ayoub** – Founder-President

**Canada-Europe Economic Chamber – EU**

*Brussels*

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**Mary Ng** – Minister of Small Business, Export Promotion and International Trade

**Government of Canada**

*Ottawa*

### **09:00 – 10:00 - Energy & Environment**

With the Green Deal, Ursula von der Leyen, the president of the European Commission, surprised even environmentalists when she announced she would make climate policy the “hallmark” of her five-year mandate. Climate change is an existential issue for Europe. How Canada and Europe can cooperate in order to deliver this Green Deal?

The Europe 2020 strategy includes a target of reaching 20% of gross final energy consumption from renewable sources by 2020, and at least 27% by 2030.

How important is to promote the use of renewable energy sources and the reduction of energy dependence and in meeting targets to combat global warming?

## **10:00 – 10:30 – Quebec Morning Break**

## **10:30 – 11:30 - Security & Transport**

How to implement Horizon 2020? Meaning protect and improve the resilience of critical infrastructures, supply chains and transport modes; strengthen security through border management; improve cyber security

## **11:30 – 12:30 – Manufacturers**

Do customers in Europe and Canada care where goods are produced?

What does it take to create a sustainable global business?

## **12:30 - 14:00 – Canada lunch break**

## **14:00 – 15:00 - International Trade & Mobility**

The main goal of any international trade policy is to increase trading opportunities for companies by removing trade barriers such as tariffs and quotas and by guaranteeing fair competition.

It is essential for the trade partners economy as it affects growth and employment.

Therefore, trade agreements should also facilitate mobility of professionals and managers.

## **15:00 – 16:00 - Artificial Intelligence**

While politics provides the framework conditions for research, financing, education, data, promotion and regulation, in the medium term AIs must be developed by companies and brought onto the market.

How national interests can be taken into account? How artificial intelligence reduce costs and maximize profits?

## **16:00 – 17:00 - Financial Services**

What do the provisions found in CETA's financial services chapter mean in practice?

What can we expect in terms of CETA's impact on the financial services sectors in both Canada and the European Union?

## **17:00 – 18:00 – On stage exclusive interview**

### ***“The success story behind Canada Goose in Europe”***

- **Pat Sherlock** – President Canada Goose International – *Zurich*
- **Sam Ayoub** – Moderator - Canada-Europe Economic Chamber – EU – *Brussels*

## ***Side Panels***

### Africa - Guest Side Panel

**10:15 – 11:45**

**Unlocking business opportunities for EU-Canada collaboration in Africa**

### Canada - Main Side Panel

**15:00 – 16:30**

**Invest in Canada**

As part of the Canada-EU Business Summit event, the Government of Canada is sponsoring a panel on investing in Canada. The panel will discuss Canada's openness to investors and as place for doing business (including during the pandemic and recovery), to discuss recent changes to Canada's trade and investment framework, and to hear about the experience of investing in Canada directly from investors.

### Europe - Host Side Panel

**17:00 – 18:00**

**Opportunities at the interface of life sciences, nano and cognitive technologies. A new era is coming**