



08:00 – 08:45 – Welcome coffee

08:45 – 09:00 – Opening keynote

Sam Ayoub – Founder-President

Canada-Europe Economic Chamber – EU

Brussels

9:00 – 9:30 – Opening Remarks

With **Matthias Jorgenson** – Head of Unit for USA & Canada – **European Union** – *Brussels*

EU and Canada have a common history, common values, a commitment to preserving and promoting the rules-based international order and have common ambitions for the future like collaboration on trade, climate change, technology, security issues, human rights, and others.

9:30 – 10:30 – Life Sciences & Health

Challenging times lie ahead arising from a growing and ageing population and a tidal wave of chronic diseases. We should have an optimistic view of the future, calling businesses to awaken to the possibilities that lie ahead.

10:30 – 11:30 – SMEs & Global Growth

When a small or mid-sized enterprise (SME) ventures abroad for the first time, its first aim is typically to kick-start sales and build a local market. That, however, only establishes a foothold. To continue growth and development in a new market, SMEs require a broader strategy aimed at developing and maintaining a strong local presence.

This growth strategy has many facets, depending on the nature of the SMEs business, its strengths in its home market, and the nature of its targeted foreign markets. For example, for many SMEs, sustaining growth abroad involves modifying products and even changing entire business models to suit local tastes and conditions. For others, sustaining growth entails partnering with multinationals or with other established players to provide initial entrée –and then ongoing access—to foreign markets.

11:30 – 12:30 – Food & Agriculture

Food & Agriculture have three challenges – feeding a growing population, providing a livelihood for farmers, and protecting the environment. That must be tackled together if we are to make sustainable progress in any of them. But making progress on this “triple challenge” is difficult, as initiatives in one domain can have unintended consequences in another.

12:30 – 13:45 – Lunch break & Networking

13:45 – 14:00 – On stage exclusive update

With **Pat Sherlock** – President – **Canada Goose International** – *Zurich*

14:00 – 15:00 – On stage exclusive interview

“EU-Canada Partnership Success Story”

Sushanta Mitra – Founder & CEO – **SLE Enterprises B.V.** – *Waterloo*

Anthony Van de Ven – Head of EU Affairs – **Brainport Eindhoven** – *Eindhoven*

- **Sam Ayoub** – Interviewer - **Canada-Europe Economic Chamber** – **EU** - *Brussels*

15:00 – 16:00 - Energy & Environment

The EU aims to be climate-neutral by 2050 – an economy with net-zero greenhouse gas emissions. This objective is at the heart of the European Green Deal and in line with the EU's commitment to global climate action under the Paris Agreement.

The transition to a climate-neutral society is both an urgent challenge and an opportunity to build a better future for all.

All parts of society and economic sectors will play a role – from the power sector to industry, mobility, buildings, agriculture and forestry.

16:00 – 17:00 – Invest in Canada

Known stocks of EU Foreign Direct Investment (FDI) in Canada were estimated to be worth \$289 billion in 2020, representing 27.6% of global FDI in Canada. The stock of Canadian direct investment abroad (CDIA) in the EU was \$232.3 billion in 2020, representing 15.8% of Canada's total outward FDI stock in 2020.

EU-Canada trade had increased by 25% compared to pre-CETA figures, until the start of the pandemic. Even when taking into account the unprecedented impact of COVID-19 on international trade, EU-Canada trade flows were still 15% higher in 2020 than before CETA's provisional entry into force.

17:00 – 18:30 –Closing Remarks

With **Sara Wilshaw** – Chief Trade Commissioner – **Government of Canada** – *Ottawa*

The EU is Canada's second-biggest trading partner after the United States, accounting for 10% of its trade in goods. Canada accounted for almost 2% of the EU's external trade.

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