

**29 March 2023 – 15.00 CET (9.00 EST)**

**mission of canada to the eu - brussels**

In-person & virtual Event

*Description of Event*

*On 21 September, 2022, the Canada-EU Comprehensive Economic and Trade Agreement (****CETA****) celebrated its 5 year anniverary. In 2022, bilateral trade in goods reached EUR 77 billion, 66% higher than pre-CETA levels in 2016, and total bilateral trade in services grew to EUR 28.4 billion in 2021. While the increase and resilence of this trade (even during the time of COVID) are impressive, CETA represents more than just a trade agreement: it is a platform for partnership for Canada and the European Union to engage on a wide range of economic and strategic issues, including supporting sustainable and inclusive trade. This timely event will examine how CETA can be leveraged for businesses in Canada and the EU moving forward.*

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| **Time** | **Topic** |
| 15.00 – 15.05 | Welcome & Introduction: **Reuben East**, Counsellor (Trade) Canada’s Mission to the European Union |
| 15.05 – 15.10  15.10 – 15.15 | Opening remarks by the **Honorable Mary Ng**, Minister of Small Business, Export Promotion and International Trade [*live or pre-recorded message*](*to be confirmed*)  Introduction of Canada’s Ambassador the European Union: **Reuben East**, Counsellor (Trade) Canada’s Mission to the European Union |
| 15.15 – 15.20  15.20 – 15.25 | Address of **H.E. Dr. Ailish Campbell**, Canada’s Ambassador to the European Union (*to be confirmed*)  Introduction of European Commission Representative: **Sam Ayoub**, President of the Canada-Europe Economic Chamber |
| 15.25 – 15.30  15.30 – 15.35  15.35 – 15.50  15.50 – 16.10 | Address of **Matthias Jørgensen**, Head of Unit for USA and Canada at DG Trade, European Commission  Introduction of Keynote Speaker: **Mark Camilleri,** President of the Canada EU Trade and Investment Association  Keynote Address of **Jean Charest**, former Premier of Québec & Partner at McCarthy Tétrault LLP  Networking break |
| 16.10 – 16.40 | **Panel 1**: CETA as a Platform for Partnership – An Industry Perspective  *(Panel discussion on how CETA can be leveraged with a focus on the next frontiers of regulatory cooperation followed by Q&A)*  Speakers:   * **Laura Jones**, Executive Vice-President, Canadian Federation of Independent Businesses * **Pascal Kerneis**, Managing Director, European Services Forum * **Eleonora Catella**, Deputy Director, International Relations, BusinessEurope * **Michael Harvey**, VP Policy & International, Canadian Chamber of Commerce  Moderator: Melina Howard, Busines Developer Director, Fidefield – Luxembourg |
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| 16.40 – 17.10 | **Panel 2:** CETA as a Platform for Cooperation – a Business Perspective *(Panel discussion on how CETA can play a role in establishing strategic and durable business links and new supply arrangements between the EU and Canada followed by Q&A)*  Speakers   * **Shannon Blanchard,** Director Supply Chain Innovation, Port of Saint-John * **Louis Roy,** CEO, Optel Group * **Vincent Lhoest**, International Nuclear Business Development & Sales Manager, Tractebel  Moderator: Rosie Birchard, Brussels Correspondent, Deutshe Welle |
| 17.10 – 17.15 | Closing remarks, **Karen Kennedy** Head of Trade, Canada’s Mission to the European Union |
| 17.15 – 18.30 | Cocktail Reception |