The EU-Canada B2B Meetings Forum

The EU-Canada B2B Meetings Forum

This dynamic B2B session is organised as a side-event to the EU-Canada Business Summit and brings together Canadian and European business leaders to explore partnership opportunities, share insights, and discuss market trends. This event will give access to meeting rooms for VIP participants to engage in structured networking aimed at fostering cross-continental business relationships.

By the end of the B2B session, attendees will have established valuable connections, gained insights into new markets, and identified potential partnerships that can lead to mutual growth.

How the EU-Canada B2B meetings will be performed

The EU-Canada B2B meetings will be performed weeks before the EU-Canada Business Summit by identifying, qualifying, and scheduling business meetings with Canadian and European speakers and participants representing companies, organisations and government representatives. Most meeting participants will be drawn from the EU-Canada Business Summit participant registration list, while others will receive personalised invitations to attend the EU-Canada B2B meetings only. These meetings will take place in the EU-Canada Business Summit VIP Rooms, at different times of the day, in a highly personalised and tailored manner.

Here are the three main steps for organising these EU-Canada B2B meetings.

- Lead generation
- Qualification of leads
- Setting up appointments

The content and duration of the meeting will be very flexible in order to achieve maximum results. But here is the main content of the discussions.

Market Overview

- Presentation on current market trends and insights.
- Discussion on how these trends impact our businesses.

Company Updates

- Each company shares recent achievements and initiatives.
- Open floor for questions and feedback.

Collaborative Opportunities

- Identify areas for potential collaboration.
- Discuss joint ventures, partnerships, or projects.

Strategic Discussion

- Explore long-term goals and alignment between companies.
- Brainstorm innovative solutions to common challenges.

CETA creates a more conducive environment for B2B Meetings between Canadians and Europeans.

CETA (Comprehensive Economic and Trade Agreement) makes a significant difference in trade between Canada and the EU in several important ways:

1. Increased Trade Volume

Since CETA's implementation, there has been a noticeable increase in trade between Canada and the EU. By removing tariffs and other trade barriers, CETA has encouraged businesses to engage more in cross-border commerce.

2. Sectoral Growth

Specific sectors have benefited greatly from CETA, including agriculture, pharmaceuticals, and technology. For example, Canadian agricultural exports to the EU have surged due to lower tariffs, making Canadian products more competitive.

3. Easier Market Access

CETA has streamlined access to markets on both sides, making it easier for companies to enter and operate in each other's territories. This has led to a diversification of trade relationships and reduced reliance on traditional markets.

4. Regulatory Cooperation

CETA facilitates regulatory cooperation, which helps businesses navigate the complexities of different regulatory environments. This alignment reduces compliance costs and simplifies the process of doing business across borders.

5. Investment Growth

The agreement has led to increased investment flows between Canada and the EU. Stronger protections for investors have made both regions more attractive for investment, leading to job creation and economic growth.

6. Support for Small Businesses

CETA includes provisions that specifically support small and medium-sized enterprises (SMEs), enabling them to access international markets more easily. This has broadened the participation of smaller firms in transatlantic trade.

7. Innovation and Collaboration

The strengthened intellectual property protections and regulatory harmonization promote innovation and collaboration. Companies are more willing to share technologies and engage in joint ventures, further enhancing trade relationships.

Conclusion

Overall, CETA has made a substantial difference in trade between Canada and the EU by increasing trade volumes, facilitating market access, and fostering investment and innovation. The agreement has deepened economic ties, benefiting businesses and consumers alike in both regions.

Also, CETA creates a more conducive environment for B2B meetings by fostering collaboration. This leads to more meaningful interactions and increased potential for successful partnerships between Canadian and European companies.