General Attendee Demographics



Palais des Academies

The **EU–Canada Business Summit** is the flagship annual gathering in Brussels that brings together hundreds of business leaders, policymakers, and institutional stakeholders from Canada, Europe, and across the globe. At a time of profound geopolitical and economic transformation, the Summit provides a unique platform to strengthen transatlantic partnerships, foster innovation, and advance cooperation in strategic sectors.

The **7th edition** will be held at the prestigious **Palais des Académies**, in the heart of Brussels, reflecting the Summit's role at the centre of Europe's political and economic decision-making.

Over the years, the **EU–Canada Business Summit** has provided a valuable platform to address the most pressing economic and strategic issues shaping Canada, Europe, and the global economy. This year, amid heightened geopolitical uncertainty, persistent trade tensions, and the reconfiguration of global supply chains, Canada and Europe have a unique opportunity to deepen their strategic partnership.

Paperless Event - Please note this program is subject to change

The **EU–Canada Business Summit** offers a unique platform to build meaningful business relationships through high-level networking opportunities, including an exclusive cocktail reception, private B2B meetings and interactive panel discussions. This year's edition will also feature an exclusive VIP Dinner* bringing together senior business leaders, policymakers, and key stakeholders in an intimate setting designed to foster strategic dialogue and new partnerships.
* *Reserved for registered VIP participants only*.

General Attendee Demographics based on previous years editions:

. Countries – 40
. Number of participants - 500
. Countries repartition - Canada 20%, Europe 70%, 10% Elsewhere
. Number of Conference Speakers – 20
. Job position –
CEOs 15%, Executives 23%, Government officials 26%, Entrepreneurs 27%, Students 6%, NGOs 3%.

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