

Business Opportunities in the European Union 2017

Wednesday, December 6, 2017

Ontario Investment and Trade Centre

35th Floor, 250 Yonge Street (Eaton Centre), Toronto



The European Union (EU) is Ontario's second largest trading partner and a key market for Ontario's technology, products and services. Ontario exported \$20 billion in goods to the European Union in 2016, an 8% increase over 2015 and a 54% increase over ten years ago.

The EU is the world's second largest economy and ranks among the top world importers. The 28 EU countries constitute the world's largest single market, with a population of 512 million and a GDP of over \$20 trillion.

As of September 21, 2017, the Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union is being provisionally applied, meaning that most tariffs have been immediately removed. CETA will expand opportunities for Ontario businesses by removing tariff and non-tariff barriers to trade as well as enhancing regulatory cooperation. CETA will also ease regulatory barriers to trade, reinforce intellectual property rights and ensure more transparent rules for market access.

Note: This seminar focuses on specific aspects of doing business in the European Union. Information on both CETA and the impact of potential scenarios of Brexit will be addressed only to the extent that are relevant to the thematic workshops.

WHY YOU SHOULD ATTEND

This seminar will give you the opportunity to obtain practical information on how to:

- benefit from Ontario business development funding for exporters **[Plenary Session]**
- strategize and structure technology partnerships **[Workshop 1]**
- conform technology devices and industrial equipment to European standards and safety requirements (CE marking, ATEX and other certification) **[Workshop 2]**
- identify public and private procurement opportunities for technology, goods and services; find the right partners; and prepare competitive bids **[Workshop 3]**
- establish or enhance your supply chain in Europe, and comply with EU tax and customs regulations **[Workshop 4]**

Leading European and Canadian experts will deliver the workshops on **technology transfers; CE marking and other certification; public and private procurement; and supply chain management, logistics and customs compliance;** and **meet one-on-one*** with Ontario companies.

** The meetings with experts will be scheduled in advance, upon prior request and based on your specific business needs, the time availability and the potential confidentiality of the issues to be discussed.*

WHO SHOULD ATTEND

Senior executives, business development managers and product managers of Ontario manufacturing and technology companies.

APPLICATION INFORMATION

Participation is limited to 20 people per workshop, and one company representative per workshop.

Priority will be given to Ontario manufacturers and companies that own proprietary technology and/or develop value-added technology solutions in Ontario.

Applications can be made [HERE](#).

Fee: \$35 per person.

Space is limited. Early application is advised.

CONTACT INFORMATION

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Export Services Branch, Ontario Ministry of International Trade

Confirmed applicants will be contacted by CGCIC for payment. Registrations are confirmed upon validation of the application and receipt of payment by CGCIC. No payments at the door are accepted.

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AGENDA

7:30 – 8:15 a.m. **Registration, continental breakfast and networking**

8:15 – 8:25 a.m. **Welcome remarks**

8:25 – 8:55 a.m. **Ontario funding to grow your business: Ways to increase your export sales**

Louie Di Palma, Director of SME Programs
Ontario Chamber of Commerce

9:00 – 11:45 a.m. **Workshops (offered in parallel)**

WORKSHOP 1

Technology transfers for start-ups and new exporters to the EU: How to protect yourself and get the deal

Viona Duncan, Partner
Aubrey Lasky, Partner
Gowling WLG

WORKSHOP 2

Testing and certification of products for the EU market: What you need to know about the simplified CETA approach

Edwin Schmitt, Senior EU Consultant
TÜV Rheinland

WORKSHOP 3

Bidding on procurement opportunities in the EU: How to win contracts

Toni Saraiva, Founder and Owner
Vaxandi Ltd.

WORKSHOP 4

Practical ways to place your goods in the EU: How to implement and manage a streamlined supply chain

Stan de Caluwe, Senior Supply Chain Solutions Manager
Holland International Distribution Council

12:00 – 1:00 p.m. **Networking luncheon**

1:00 – 5:00 p.m. **One-on-one meetings with the speakers***

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SPEAKER PROFILES



Stan DE GALUWE, Senior Supply Chain Solutions Manager, Holland International Distribution Council

Stan has over 10 years of experience in guiding companies in the European market. Stan joined the Holland International Distribution Council (HIDC) in 2015 to help overseas companies with setting up and optimizing their supply chain in Europe. Since starting at HIDC, Stan has handled over 100 projects from North America, varying from large scale distribution centres to small and medium-sized businesses making their first moves into the European market.

Prior to joining HIDC, Stan worked as a site selection consultant with Buck Consultants International, a premier site selection firm in Europe. In this capacity, he assisted major manufacturing companies like Cisco, Brembo, ADM, Donaldson Filtration, Emirates Airlines and Fortitech/DSM with optimizing their production footprint and supply chain set-up in Europe. Stan has also assisted services companies such as Reed Elsevier, Norton Rose, Dentons and Metlife to find the best location for their shared services centres.

Especially fascinated by supply chain and logistics, Stan works together with HIDC's 300 member companies: logistics service providers like XPO, DSV and GEODIS; smaller third-party logistics companies (3PLs); entities such as the Port of Rotterdam and Schiphol Airport; and different service providers, such as custom brokers, tax experts and supply chain specialists. Stan holds a Master's degree in Business Geography.

Holland International Distribution Council (HDC) – Nederland Distributieland (NDL), in Dutch – is a public-private, non-profit organization that helps international companies establish or optimize their supply chain in Europe. HIDC offers free advice on logistics, customs, value-added tax (VAT), customer service and, if needed, connects overseas companies to suitable partners in The Netherlands.



Louie DI PALMA, Director, SME Programs, Ontario Chamber of Commerce

As the Director of SME Programs, Louie is responsible for developing and implementing initiatives of the Ontario Chamber of Commerce that are designed to strengthen the business climate of Ontario and support our members by providing them with access to resources.

During his career with the Government of Ontario, Louie held a number of senior management positions in policy, planning and direct operations with several Ministries including the Ministry of the Solicitor General and Correctional Services, the Ministry of Tourism and Recreation and the Ministry of Health Promotion.

In his leisure time, Louie can be found supporting youth development through his efforts as a soccer coach in his local community, an activity he has been involved with for the past 25 years.

For more than a century, the Ontario Chamber of Commerce (OCC) has been the independent, non-partisan voice of Ontario business. Our mission is to support economic growth in Ontario through policy advocacy and innovative programming. The OCC is committed to working with our members to improve business competitiveness across all sectors.



Viona DUNCAN, Partner, Gowling WLG

Viona Duncan is a Gowling WLG partner based in Ontario. Her practice is primarily transactional, with an emphasis on helping Canadian, U.S. and international clients with mergers and acquisitions (M&A), and debt and equity financings.

Viona works closely with both traditional and technology companies, from start-ups to mature organizations. In addition to her M&A experience, she regularly provides assistance to clients on a variety of technology contracting matters, including licensing, joint venture, strategic alliance and distribution agreements.

Viona is highly regarded for her ability to provide strategic, proactive and practical advice to her clients on complex M&A matters, as well as day-to-day commercial matters. She is currently co-lead of the firm's global tech sector group and is leader of the firm's Canadian tech group.

In addition to serving on the boards of directors of several private companies, Viona is currently an active Director and Chair of the Governance Committee for Accelerator Centre.

Gowling WLG is an international law firm with more than 1,400 legal professionals in 18 cities worldwide. Our clients have access to in-depth expertise and experience in key global sectors, including advanced manufacturing, energy, financial services, infrastructure, life sciences, natural resources, real estate and tech.

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SPEAKER PROFILES



Aubrey LASKY, Partner, Gowling WLG

Aubrey Lasky is a specialist in domestic and international corporate law and delivers strategic legal advice to private and public sector clients in Canada, the US, the UK and beyond. He is highly regarded for his expertise in complex commercial transactions, M&A, corporate finance and joint ventures, with a particular focus on the manufacturing, technology, leisure, infrastructure and construction sectors.

Aubrey regularly advises U.S. and international clients on their in-bound Canadian strategies, as well as Canadian clients in relation to conducting business and establishing operations overseas.

Aubrey is in demand with clients who seek a lawyer with broad international exposure and technical ability that can deliver practical advice with commercial awareness. In working with Aubrey, you will be engaging a lawyer who seeks to understand your business objectives in order to best advance your interests.

Aubrey is a dual-qualified lawyer in both Ontario and England and holds a Foreign Legal Consultant Permit from The Law Society of Upper Canada. Prior to joining the Waterloo Region office of Gowling WLG, Aubrey practiced corporate law at top-tier firms in London, England and Toronto, Ontario.

When not acting for clients, Aubrey spends time with his family and is active in the community. Aubrey is a director and corporate secretary for the Kitchener-Waterloo Symphony Association. He is a founding member of Next Generation – The Leadership Series, an initiative designed to promote and train the next generation of business leaders in the Waterloo Region. Aubrey's community service also included volunteering at the head office of the Alzheimer's Society in London, England.



Toni SARAIVA, Founder and Owner, Vaxandi Ltd.

Toni is based in the UK, owns and runs two businesses: EISC Ltd, a project management and development company, and Vaxandi Ltd., a public procurement support services consultancy.

Toni has more than 15 years of experience assisting companies accessing public procurement opportunities, finding partners and identifying growth opportunities. He has worked with companies from all over Europe through his current client list, as well as his previous involvement with the Enterprise Europe Network, a European Union business support network for small and medium sized companies looking to grow in Europe.

Toni is French, his parents are Portuguese and his wife is Latvian. He loves travelling and working across Europe and beyond. He holds two Master degrees, in Law and European Affairs, and an MBA from the Warwick Business School. He speaks various languages and enjoys playing Scrabble at a competitive level and practising and attending various sport and art-related events.

Vaxandi Ltd searches and finds tenders tailored to what your company is interested in. We write bids, review bids, and prepare companies for bidding. We also organise workshops and seminars providing training opportunities to companies of various sizes, tailored to their needs. We work with you to define what you need and what can help you reach your goals.



Edwin SCHMITT, Senior EU Consultant, TÜV Rheinland

Edwin Schmitt has 25 years of experience as product safety and CE marking expert in areas such as standardization and technical documentation. He is specialized in EU product legislation in the areas of machinery, electrical equipment and general product safety, as well as in market surveillance of non-food products. Edwin provides individual advisory services and delivers over 30 seminars per year on these topics.

Edwin Schmitt started working in 1998 at Landesgewerbeanstalt Bayern (LGA), an important testing and certification body in Germany that is now part of the TÜV Rheinland group. Since 1996, he has been a senior expert on EU technical assistance and twinning projects, and has provided assistance on harmonization and implementation of EU legislation to more than ten countries.

He is a member of the German Committee of Standards Users in DIN (ANP) and also the coordinator of the EU consulting activities and EU business support in the framework of the Enterprise Europe Network within TÜV Rheinland.

Edwin has a diploma in geography from the Ludwig Maximilian University and the Technical University Munich.

TÜV Rheinland is a leading global independent testing service provider with 145 years of experience. The group maintains a presence in 66 countries with 19,600 employees. TÜV Rheinland tests technical installations, products and services, and supervises projects, processes and IT security for companies. Its experts train people in a broad range of fields and industries. This is made possible by the company's global network of authorized laboratories and testing and training centers.