



FITT'S 14TH NATIONAL CONFERENCE

The Road to Trade Success

June 7–8, 2011 | Gatineau, QC



FITT—the world's leading international trade training and professional certification body—welcomes community members and industry professionals to our 14th National Conference, running June 7–8, 2011 at the Holiday Inn Plaza La Chaudiere in Gatineau, Québec.

The FITT Conference is a significant national event for Canadian businesses and individuals preparing for or engaged in international trade. This annual event draws 150–200 delegates, the majority being small and medium sized enterprises involved in global business. The conference content is hands-on and informative, providing participants with solutions, strategies, and tools that can be used for their global success.

FITT is pleased to offer an expert international trade collective featuring focused round tables, dynamic keynote speakers, awards, and direct networking opportunities. With

Registration

Conference Program

Speaker Profiles

Conference Partners

Sponsorship

Location Details

Registration:
<http://bit.ly/klmEtM>

Program Overview

Check back for updates frequently!

Monday June 6 - Educational Partners (EPs) and Subject Matter Experts (SMEs) Session

08:00 – 16:30 Closed session talks for FITT Educational Partners and Subject Matter Experts

[Access the EP & SME Session Program for full details \(PDF\).](#)

Tuesday June 7 - Conference Day One

08:00 – 08:45 Registration, Breakfast, & Opening Remarks

09:00 – 11:45 Round Table Breakouts (Click the title for more details)

- ▶ *Being Understood in Any Language*
- ▶ *Culture is Only One Part of Building Relationships*
- ▶ *Trade Finance Tools – Hedging and Currency Markets*
- ▶ *The Asia Pacific Gateway – Why Canada needs to build up*
- ▶ *Selling to Large/Complex Accounts*
- ▶ *The Challenges of Doing Business in the United States*
- ▶ *What is supplier diversity?*
- ▶ *Trade Regulation Updates*
- ▶ *Organizational Project Management from a System Approach*
- ▶ *The Canadian Trade Commissioner Service: Every where you do business*
- ▶ *eManifest Updates and Advanced Commercial Information*
- ▶ *Social Media for International Trade Success*
- ▶ *Supply Chain Trade Finance Solutions for Companies*

12:00 – 14:00 AGM Luncheon with Keynote

[Peter Hall, VP and Chief Economist, EDC](#)

Risk and Recovery: The Race is On!

The world economy is closing in on recovery. Under normal circumstances, we would be checking off items on the risk-list - but the list is growing, and threatening recovery. Will we actually get to the recovery point before one or more of these risks throws us off course? Hear EDC's latest outlook and the implications for Canadian global trade.

14:15 – 15:15 Concurrent Panel Sessions

▶ *Global Trade Perspectives from Across Canada*

Sponsored by: [Ottawa Business Journal](#)

We all know about the regional differences that exist in Canada but are you aware of the differences in global trade activities across the country? Join the five FITT Regional Representatives, all international

OTTAWA
BUSINESS
JOURNAL

trade experts in their own rights, for an insightful look into best practices and where key opportunities may be emerging in global markets from a truly pan-Canadian perspective. From Atlantic Canada, through Québec, Ontario, Alberta and B.C. this session will give you the chance to validate your own international trade thoughts, find new ideas, or challenge the perspectives of this dynamic panel.

Speakers:

- [Ennio Vita-Finzi, CITP, Groupe Phoenix-Paragon Group](#)
- [Ray Joyce, CITP, CFO, Hydrotesters International Inc.](#)
- [Charlie Janthur, CITP, DEPAG Deposit Agency of Canada Incorporated](#)
- [Doug Taylor, CITP, Pacific Business Intelligence Ltd.](#)

▶ *Make Canada's Free Trade Agreements Work for Your Company*

Canada has several Free Trade Agreements in place and is negotiating several new key agreements that will open even more markets to Canadian goods and services. But what does a free trade agreement really mean for your company and how can you truly take advantage of it to gain a competitive advantage in global markets. This panel brings together government and the private sector to explain what it really means to your company for Canada to have these agreements in place

Speaker:

- [Gustavo Zentner, CITP, President, International Point of Commerce Inc.](#)
- [Don Stephenson, Assistant Deputy Minister, Trade Policy and Negotiations, Foreign Affairs and International Trade Canada](#)

15:30 – 17:00 Concurrent Panel Sessions

▶ *Global Market Pursuits and International Development: Opportunities with the International Financial Institutions (IFIs) and Beyond*

As the economy continues to recover, emerging markets continue to present new growth opportunities. Canadians are actively seeking ways to broaden their traditional business development to access new global markets. There is a world of opportunity when considering the international development arena. This session will provide an overview of the International Financial Institutions and other types of development agencies to consider when expanding your global market pursuits. Bringing experience from the IFIs and private sector banking, the speakers will provide insight on how to strategically pursue these markets, while also explaining the role of commercial banks to help you enter these markets.

Speakers:

- [Laura Dorling, CITP, Managing Director of Beyond Barriers Inc.](#)
- [Paloma Healey, Director Strategy, Trade Services and Financial Institutions](#)

▶ *Big Opportunities in Unknown Markets*

Sponsored by: [Saskatchewan Trade and Export Partnership \(STEP\)](#)



While much of the world is focusing its attention on the BRIC countries and other large markets, there are significant opportunities in many relatively unknown markets. Kazakhstan, Afghanistan, Central Asia, and Morocco will have the spotlight shining on them in this exciting panel presented by representatives from companies that have had success in all these markets. You will learn what it takes to research, make the go-no-go decisions, plan market entry strategies, execute and capture business success in challenging, but surprisingly robust markets.

Speakers:

- [Karl Miville de Chêne, CITP, President, Contacts Monde](#)
- [Andrew Matthews, President, Douglas McNeill Consulting Ltd.](#)
- [Gulmira Kuanzhanova, PIBCI Regional Manager](#)

18:00 – 21:00 FITT Awards Ceremony and Dinner Reception

This prestigious event honours international trade's finest—the newest recipients of the Certified International Trade Professional (CITP) designation. These individuals have met the highest level of excellence in global business and are being recognized for their accomplishments, along side Canada's top international business students, and FITT's employer of the year. All are welcome to share in this night of celebration. Dinner will be provided along with a cash bar. Attire is business formal. Individual tickets are available.

- ▶ [FITT 2010 Educational Award Winners](#)
- ▶ [2010–2011 CITP/FIBP Designation Recipients](#)
- ▶ [2010–2011 FITT Certificate/Diploma in International Trade Recipients](#)
- ▶ [FITT Employer Recognition Award](#)

Wednesday June 8 - Conference Day Two

08:00 – 08:45 Registration & Breakfast - Spotlight on Students

09:00 – 10:30 Concurrent Panel Sessions

▶ **Leveraging Education for Business Results**

Presenting a collaborative business-education partnership model to foster market-driven innovation by small and medium enterprises (SMEs), build synergistic international networks and enhance regional economic and social development in the global economy. This innovative business-education model identifies the role that applied learning institutions can play in creating new jobs and driving economic growth in manufacturing regions challenged by globalization.

Speaker: [Murray E. Morgan, Professor, International Business Management, Fanshawe College](#)

▶ **Cash flow and Risk Management in Global Business**

International business opens up a world of opportunities for a company. But it can also bring more complex operational risks, greater requirements for capital and a need to manage cash flow more vigilantly. Using a real-life case-study, this presentation examines risk elements that can affect cash flow at all stages of an international transaction including tendering, procurement, production, delivery, payment, post-sales service, trade compliance and logistics and offers ideas to mitigate risks and accelerate cash flow using third-party tools and by developing internal business processes.

Speaker: [Fergus Groundwater, Program Lead - Global Trade Management Centre of Innovation, EDC](#)

10:45 – 11:45 Concurrent Panel Sessions

▶ **Canada, India, & the Middle East—The Opportunity Triangle**

Sponsored by: [Edwards School of Business, University of Saskatchewan](#)

A perspective on how these three markets are uniquely placed to mutually benefit from each market's needs. The speaker, an India expert and a Middle East consultant shares his in-depth understanding of the key sectors in India and the MENA Region that hold great promise for Canadian businesses, SMEs' and entrepreneurs. Listen to his rationale on what makes for a one-of-a-kind Opportunity Triangle, where entry into one market indeed opens out the opportunity to tap the others as well. Rmagine, in its advisory role as an India & Middle East Consultancy, has crafted the market entry strategy for many Canadian businesses—so join us and learn the key steps that you need to take, before you go.

Speaker: [Alex Alagappan, Partner, Chief Big Rain, Rmagine Strategic Consultancy](#)



▶ **World Trade Centres for International Success**

Canada has World Trade Centres in Halifax, Montreal, Toronto, Edmonton, and Vancouver. Learn how this international association of 320 World Trade Centres in 96 countries can help you business succeed internationally through trade information & market research, trade show, office support, trade education, and trade mission services

Speaker: [Bill Aasvangen, Director, World Trade Center Atlantic Canada](#)

12:00 – 13:30 Interactive Luncheon with Keynote,

▶ **Travel and Working Abroad Risk Management**

Your company has a legal responsibility to extend a Duty of Care and achieve a reasonable standard of Due Diligence when sending employees abroad or even employing foreign workers; companies that don't are risking their employees, their reputation and financial liability. The interactive luncheon will cover the four pillars of a robust travel risk management program to integrate with Business Continuity Plans and Health and Safety policies.

Speaker: [John Proctor, VP, Integrated Human Risk Solutions](#)

13:45 – 16:00 Concurrent Panel Sessions

▶ **Global Sourcing, Social Media, and Driving Opportunity in the Online Environment**

As powerful as the Internet and Social Media may be, the tools are only as effective as the people who use them. FITA has identified several leading edge global sourcing tools

and will showcase them in combination with using social media to capture international trade opportunities. FITT will highlight its use of social media in growing its audience and connect information and resources and finally the Soshal Group will unite all these ideas into a cohesive strategy to drive return on investment from electronic tools. It's a session that will help build your understanding of leading edge tools no international trade professional can be without.

Speakers:

[Barney Lehrer, Vice President, FITA Online](#)

[Japman Bajaj, VP of Finance and Operations, Soshal Group Inc.](#)

[Scott Ferris, Director of Business Development, FITT](#)

▶ **Trade Compliance, Exporting**

Sponsored by: [Ontario Ministry of Economic Development & Trade](#)



You've made a great product, done your market research, adjusted your supply chain process to go global and developed a strong international business plan. You are all set to sell internationally...or are you? The final step in the export process is to ensure you are "trade compliant." Trade experts see the future of trade compliance as extending past customs compliance to all aspects of international trade, and moving from a back-office function to an area of company-wide strategic initiatives. This workshop covers the fourteen most important areas of trade compliance that affect Canadian exporters across the whole supply chain as well as at the border.

Speaker: [Maggie Weaver, Secretariat for the Canada-Ontario Export Forum](#)

16:15 – 16:30 Closing remarks

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Registration.

<http://bit.ly/kImEtM>