

## THE CANADIAN FDI FORUM

Hôtel Château Laurier Québec, Québec City, October 22-24, 2017

Area Development and CAI Global wish to thank our Platinum Lead Sponsors



### SUNDAY, OCTOBER 22ND

- 5:30 pm Registration Opens**  
*Foyer des Plaines - Ground Level*
- 6:00 pm Speaker & Host Sponsor Reception (Private)**  
*Presidential Suite - 702*
- 7:00 pm Opening Reception & Dinner**  
Delegates and speakers are invited to enjoy our hospitality for drinks and dinner at Hôtel Château Laurier Québec.  
*Foyer des Plaines - Ground Level*

Sponsored by:



- 8:30 am Opening Remarks & Welcome**  
*Des Plaines Ballroom - Ground Level*

**Dennis Shea**, President & Publisher,  
Area Development | The Consultants Forum

- 8:40 am Current FDI Status and Trends for North America in 2018 and Beyond**  
We look at the present site selection and economic development landscape, examine global trends, and consider the implications for future foreign direct investment occurring in Canada, the United States, and Mexico.

**Speaker: Marc Beauchamp**,  
President & CEO,  
The CAI Global Group

- 9:20 am Canada's Strategy for Innovation, Research and Technology Advancement**  
Canada's focus on innovation, research, and technological advancement is at the forefront of the federal government's agenda. What programs and services are being offered to assist local economic development organizations in attracting investment to their jurisdictions, and what strategies are being deployed in the United States and abroad?

**Speaker: Patrick Hum**,  
Senior Director, Manufacturing & Life Sciences Branch,  
Innovation, Science and Economic Development  
Canada

### DAY ONE — MONDAY, OCTOBER 23RD

- 7:30 am Opening Networking Breakfast**  
*Abraham-Martin, 1st Floor*

Sponsored by:



**10:10 am Networking Refreshment Break**  
*Foyer Des Plaines*

Sponsored by:



**10:30 am Retaining and Increasing Canadian FDI: Do American Investors Have Confidence in Canada?**

The American Chamber of Commerce in Canada (AmCham) conducted a Confidence Survey in 2017 targeting American companies with Canadian operations, intended on highlighting the key question: Do U.S. investors have confidence in Canada?

**Speaker: Richard Tachuk,**  
National Chairman,  
AmCham Canada

**11:10 am Selling Canada to International Investors**

This executive panel is designed for senior managers of multinational organizations to share their experiences, challenges, and strategies in promoting their Canadian subsidiaries to their parent companies.

**Moderator: Marc Beauchamp**  
President & CEO  
The CAI Global Group

**Panel: Sébastien Caisse,** Co-Studio Head,  
Gearbox Studio Québec  
**Raymond Leduc,** Vice President,  
Product & Business Development,  
Nova Bus and Prevest Divisions VOLVO Group  
**Andrew Sheldon,** CEO,  
Medicago

**12:10 pm Networking Luncheon**  
*Abraham-Martin, 1st Floor*

Sponsored by:



**1:20 pm What the U.S. Election and Brexit Mean for FDI and International Site Selection Decisions**  
International companies are just as (if not more) interested in stability, predictability, and resilience as they are about cost of doing business. Events in the U.S. and UK have resulted in a complex and dynamic playing field for FDI. Wise EDOs can take advantage, if they do their homework.

**Speaker: Chris Steele,**  
COO & President North America,  
Investment Consulting Associates

**2:00 pm Networking Refreshment Break**

Sponsored by:



**2:20 pm Preparing Your Community as a Data Center Ready Environment**

The session will review basic data center site selection requirements, data center markets, trends, and the economic impacts of a data center project. The session will then focus on the utility's role in the site selection process and provide examples of how utilities can impact "the deal." The discussion will include tariffs, policies, marketing, and utility programs being deployed to attract and retain the industry.

**Speaker: Will Steffens,**  
Director,  
Sugarloaf Associates

**3:00 pm What Site Consultants Want for Their Clients**  
*Area Development's* annual survey of site consultants measures the critical factors that companies take into account when considering expansion, relocation, etc. The session will cover the key factors that drive the corporate site selection process in the current economy.

**Speaker: Dennis Shea,** President & Publisher,  
Area Development | The Consultants Forum

**4:00 pm Consultants Roundtable Breakout Group**  
The breakout sessions feature tables of 8 to 10 attendees with selected consultants for small group discussions.  
*Foyer Des Plaines & Ballroom*

**4:45 pm Networking Reception**  
Delegates and speakers are invited to enjoy the end-of-day hospitality.  
*Foyer Des Plaines*

Sponsored by:



**7:00 pm Speaker and Sponsor Reception & Dinner**  
*Auberge Saint-Antoine, Old City*  
*Cabaret Champlain (buses depart hotel 6:45 pm)*

Reception sponsored by:



Dinner sponsored by:



**Dinner on the Town**

An evening for attendees to explore the excellent dining choices of Québec City.

## DAY TWO — TUESDAY, OCTOBER 24TH

**7:45 am Networking Breakfast**  
*Foyer Des Plaines*

Sponsored by:



**8:45 am Welcome to Day Two**  
*Des Plaines Ballroom*

**Dennis Shea**, President & Publisher,  
Area Development | The Consultants Forum

**8:50 am Site Consultant Workshop**  
How U.S. and Canadian projects compare on industrial real estate requirements.

**Speakers: Greg Loffree**, Senior Vice President & Account Director - Industrial,  
Cushman & Wakefield  
**Brad Migdal**, Senior Managing Director,  
Business Incentives Practice,  
Cushman & Wakefield

**9:30 am Panel Discussion: Today's Issues That Are Affecting Site Selection Decisions**  
The site consultant panel will comment on and discuss the key issues facing corporate prospects and consultants along with talking points from previous sessions. This interactive session will take questions from the floor as they arise.

**Moderator: Dennis Shea**, President & Publisher,  
Area Development | The Consultants Forum

**Panel: Marc Beauchamp**, President & CEO,  
The CAI Global Group  
**Greg Loffree**, Senior Vice President & Account Director - Industrial,  
Cushman & Wakefield  
**Brad Migdal**, Senior Managing Director,  
Business Incentives Practice,  
Cushman & Wakefield  
**Chris Steele**, COO & President North America,  
Investment Consulting Associates  
**Will Steffens**, Principal,  
Sugarloaf Associates

**10:20 am Networking Refreshment Break**  
*Foyer Des Plaines*

Sponsored by:

**10:40 am The Government's Role and Strategy in Attracting U.S. and International Investors**

Senior executives representing different jurisdictions will give provincial or regional perspectives on their respective and shared roles in attracting FDI. Winning strategies and case studies will be discussed.

**Moderator: Chris Steele**, COO & President  
North America,  
Investment Consulting Associates

**Panel: Clare Barnett**, Vice President,  
Investment Growth,  
Ontario Investment Office  
**Kim Butler**, COO,  
Invest in Canada Hub  
**Éric Dequenne**, Vice President, International Affairs,  
Investissement Québec

**11:20 am Why the U.S. Matters: The Largest Canadian Trading Partner Remains an Excellent Source of FDI**

Canadian-based EDCs continue to look to the U.S. for market expansion and site selection opportunities. This session explores the current trends in FDI from the south, the industries that offer the best possibilities for new site selection prospects, and how Canadian EDCs can best market themselves to this diverse cultural and very large economic marketplace.

**Speaker: Isabel Cyr**, Senior Consultant,  
The CAI Global Group

**12:00 pm Closing Remarks**

**Dennis Shea**, President & Publisher,  
Area Development | The Consultants Forum

**Marc Beauchamp**, President & CEO,  
The CAI Global Group

**12:20 pm Closing Networking Luncheon**  
*Abraham-Martin, 1st Floor*

Sponsored by:

**1:30 pm Adjournment**