

United Kingdom

British Columbia

# Global Growth Symposium

FEBRUARY 20, 2009

HYATT REGENCY HOTEL

655 BURRARD ST, VANCOUVER

Asia

United States

## PROGRAM

Featuring hard-hitting and seasoned session speakers and networking opportunities with like-minded peers, the Global Growth Symposium will be the most important business symposium you will attend this year.

8:00 AM

Registration and Breakfast

9:00

**Guest Keynote Speaker**

**TERRY MATTHEWS**

*Chairman-Mitel, Chairman-Wesley Clover*

9:45

**Selecting a Market**

Guest presenter: William H. Pound,  
VP Global Corporate Development  
- Absolute Software

*In this session learn how to select the right research, identify the elements necessary to qualify a new export market for your product, and how to identify the appropriate market entry strategy.*

10:15

Break

10:30

**Building the Team and Identifying the Costs and the Channel**

Guest presenter: Brad Marchant, CEO  
- BioteQ Environmental Technologies Inc

*Having the right team and the resources to go global go hand-in-hand. This session will focus on the key skill sets of an 'export ready' team, the resources and finances required, and choosing the right channel.*

11:30

Lunch, Networking and Mini Trade Show

12:30 PM

**Expanding into the United States**

Guest presenter: Andrew Scott, CEO  
- Digital Payment Technologies

*Expanding into the US can be just as tricky as entering into any other country. Learn about the key differences, competitive hurdles, cultural diversity, border issues, and potential other pitfalls to avoid.*

1:15

**Exporting Overseas**

Guest presenter: TBC

*China, Japan, Europe...entering any of these markets demands a high knowledge level of the business and cultural landscape. In this session learn about the importance of local partnerships, building the right relationships, IP protection, business ethics, and potential barriers to entry.*

2:00

Break

2:15

**Face-to-Face Roundtable Sessions**

90 minutes of face time with experts well-versed on the top export issues and concerns!

*Our subject matter experts will come equipped to discuss topics such as: Market qualification; how to find and benefit from distributors and agents, federal support infrastructure, international taxation and accounting, managing international rules and regulation; writing international contracts, technology licensing abroad, and IP Protection. (Roundtable topics follow at the end of this program)*

3:45

**Putting it all together: your export strategy plan and wrap up**

Guest presenter: Ralph Turfus

*Take away the tools that allow you to put your own growth strategy together.*

4:15

Cocktails, Networking and Mini Trade Show

5:30

Closing



United Kingdom

British Columbia

Asia

United States

# Global Growth Symposium

FEBRUARY 20, 2009

HYATT REGENCY HOTEL

655 BURRARD ST, VANCOUVER

## Face-to-Face Roundtable Session Topics

<b>Market Qualification &amp; Due Diligence; Partners, Suppliers And Distributers</b> Presenter: William H. Pound, Absolute Software	<b>Expanding Your Business In Japan</b> Presenter: John Tak, President – Canadian Hydrogen and Fuel Cells Association
<b>Finding And Using Distributors And Agents</b> Presenter: Andrew Scott, President - Digital Payment Technologies	<b>Federal Support Infrastructure</b> Presenter: Julie Lewis, Trade Commissioner - DFAIT
<b>Setting Up A US Sales Force</b> Presenter: Greg Wolfe	<b>International Transfer Pricing</b> Presenter: Michael Glaser, Partner, Vancouver Practice Leader, Transfer Pricing - KPMG
<b>Targeting A Large International Customer</b> Presenter: Barry Jinks, Founder and President - Colligo	<b>Technology Licensing Abroad</b> Presenter: Susan Ben-Oliel - Bull, Housser & Tupper LLP
<b>Recruiting Internationally And Finding Talent Abroad</b> Presenter: TBC	<b>IP Protection</b> Presenter: Doran Ingalls - Fasken Martineau
<b>Setting Up A US Entity</b> Presenter: TBC	<b>Provincial Support Programs</b> Presenter: Marcus Ewert-Jones, Director, International Business Development - Ministry of Small Business, Technology and Economic Development
<b>Financial Considerations</b> Presenter: Garth Albright, CFO – Gemcom Software International	<b>International Payment And Collection</b> Presenter: Representative of EDC
<b>Expanding Your Business In China and Korea</b> Presenter: Frank Pho, VP Fund Investments - BDC	<b>International Contracts</b> Presenter: TBC

For more information and to register:

[www.globalgrowthbc.com](http://www.globalgrowthbc.com) • 604.683.6159



**Bull, Housser & Tupper LLP**



Foreign Affairs and International Trade Canada

Affaires étrangères et Commerce international Canada



**Robert Half® Technology**

### Marketing Partners



**Canadian Manufacturers & Exporters**

British Columbia Division



e-cubed media synthesis

