

Sponsors and Main Collaborators

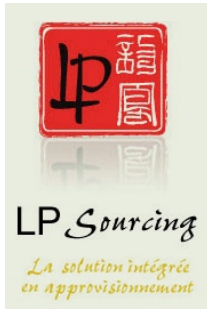
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Exportation et développement Canada | Export Development Canada



LP Sourcing
La solution intégrée en approvisionnement



Groupe Export agroalimentaire
Agri-Food Export Group
QUÉBEC-CANADA

Les experts sans frontières



ALMASSA
INTERNATIONAL INC.



Colas
Moreira
Kazandjian
Zikovsky
senesi

Droit des affaires et du commerce international



Synergy for networking and innovations

Canada-China
Interactive Trade Forum
organized by:

Quebec Export Trading House
Association (AMCEQ)
and
Carrefour des Communautés
du Québec

in collaboration with:

- Laurentian Bank
- Quebec Manufacturers and Exporters
- Export and Development Canada (EDC)
- Hong Kong-Canada Business Association (HKCBA)
- COFACE Canada
- Agri-Food Export Group Quebec
- IE Canada, Canadian Association of Importers and Exporters
- Contacts Monde
- REPEX
- Sogescom LRV Inc.



4th Interactive International
Trade Forum

Canada-China



Speaker and Guest of Honor:
Honorable Pierre Pettigrew
*Ex-Minister of Foreign Affairs and
for International Trade*

Tuesday, 16 June 2009

8h30 am to 2:15 pm

\$110.00/ ticket (lunch included)

Hotel Holiday Inn Select

(514) 878-9888

99, rue Viger - Montreal

Metro Place-d'Armes

International Trading Know-How

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Master of Ceremony & Intervener;

Christian Martin, President, C.C.Q.

Moderator:

Claude Tardif, Vice-president AMCEQ

- 8:30 Registration
- 8:55 **Opening: Carlos Leitao, Chief Economist, Laurentian Bank**
- 9:10 **Panel 1: A.-Trading and Culture** (15 min.)
Question Period (10 min.)
- 9h35 **B. - Trading with China** (15 min.)
Question Period (10 min.)
- 10:00 Mr. Dong Tao, First Secretary (Economic & Commercial), Embassy of China in Canada
- 10:15 Pause Café - Réseautage
- 10:30 **Panel 2: A. - Financing** (15 min.)
Question Period (10 min.)
- 10:55 **B.-EDC's Bank Guarantee Programs** (15 min.)
Question Period (10 min.)
- 11:20 **C. – Foreign Exchange Risks** (15 min.)
Question Period (10 min.)
- 11:45 Company Success Story:
Patrick Paradis,
President Giolong International Inc.
- 12:00 **Shangai World Expo 2010**
Marcel Tremblay, Responsible for the
Cultural Communities - City of Montreal
- 12:15 **Lunch. Conference:**
Importance of Trade Missions
Honorable Pierre Pettigrew, ex Minister of
Foreign Affairs and for International Trade
- 14:15 Closing

PANEL 1 (P1):

- A. **Trading and Culture:**
Santoso Hanitijo,
Global Trade Specialist (China)
- B. **Trading with China:**
Marie-Laure Liao,
President, LP Sourcing

PANEL 2 (P2):

- A. **Financing: Michel Lapalme,**
*Senior Manager Development
National Account, Commercial Banking
Laurentian Bank*
- B. **EDC's Bank Guarantee Programs:**
Diane Dubé,
*Vice-President, Quebec Region
Export Development Canada (EDC)*
- C. **Foreign Exchange Risks:**
François Barrière,
*Vice-President - Business Development
International Market, Laurentian Bank*

Questions of Interest:

- ⇒ **Does the financial crisis affect trade between Canada and China?** (opening)
- ⇒ **Is it necessary to understand the culture before starting?** (P1-A)
- ⇒ **How to behave at the negotiating table?** (P1-A)

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INTERVENERS:

Karl Miville-de Chêne, PACI

President, Consultation Contacts Monde

Pierre Donato,

Senior Manager, International Services,
Business Development, Technical Products
Specialist, Canada - Laurentian Bank

Me Bernard Colas, LLD

Attorney, International Business and Trade Law
Colas, Moreira, Kazandjian, Zikovksy

Michelle Davy, FCI

Agent, COFACE Canada

Questions of Interest (con'td):

- ⇒ **Is a Chinese trading house essential for doing business in China?** (P1-A)
- ⇒ **Does one negotiate with a state representative or directly with the enterprise?** (P1-B)
- ⇒ **Is a formal contract required between parties?** (P1-B)
- ⇒ **What are the most efficient financial instruments?** (P1-B)
- ⇒ **Are international rules accepted in China?** (P1-B)
- ⇒ **How effective are lines of credit?** (P2-A)
- ⇒ **What are the most common guarantees offered?** (P2-A)
- ⇒ **What are the most common guarantees asked by the banks?** (P2-B)
- ⇒ **How to deal with currency exchange issues?** (P2-C)
- ⇒ **Exporting Insurance Credits?** (Coface)