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**BANQUE
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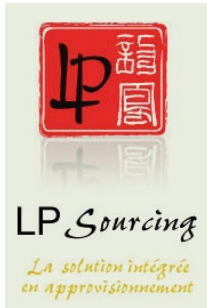


EDC

Exportation et
développement
Canada | Export
Development
Canada

ie|canada

coface



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



SOGESCOM
SOLUTIONS EN GESTION ET COMMUNICATIONS

REPEX
REGROUPEMENT DES PROFESSIONNELS DE L'EXPORTATION

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)