



CANADIAN
MANUFACTURERS
& EXPORTERS

TRADE SUMMIT

November 28, 2019
Holiday Inn Winnipeg Airport - Polo Park



REGISTER TODAY!
CME-MEC.CA





CHAD BRICK

President,
Eastside Group of Companies



GUSTAVO ZENTNER

Business Growth and Executive
Support Champion, CME



TODD BURNS

President,
Cypher Environmental



ROSA VILLAMIZAR

Marketing and Business Development
Director, BEHLEN Industries

Risky Business: Excelling in Turbulent Times

Wherever your business takes you; manufacturers face legal, financial and sales obstacles every day. CME's Trade Summit provides the solutions.

The last twelve months have demonstrated unequivocally that global trade and local sales are directly linked; from international political changes and trade agreements to the use of disruptive technologies to set up new sales and distribution channels. Learning to adapt, plan ahead and prepare teams for success is a must.

Manitobans are part of an evolving global business environment where constant change is the new norm. We face different barriers than our counterparts in hub cities or on the coasts.

As the province's premier event focused on business growth, trade and exports, Trade Summit features in-depth presentations and panels are tailored to highlight practical, relevant business development, growth and trade tools specific to the manufacturing environment in Manitoba.

7:30 AM | REGISTRATION & HOT BREAKFAST

8:15 AM | OPENING REMARKS

8:45 AM | SCALING UP FOR GLOBAL SUCCESS

CHAD BRICK, President, Eastside Group of Companies

GUSTAVO ZENTNER, Business Growth and Executive Support
Champion, Canadian Manufacturers & Exporters

By and large, Canadian manufacturers are smaller than their global counterparts. To compete on a global scale means punching above our weight class. In this session, manufacturers will share their success stories and practical strategies on how they were able to:

- Access capital to support opportunities
- Build capacity and a mindset to scale up
- Incorporate risk management solutions

9:30 AM | MADE IN MANITOBA: MARKETING AROUND THE WORLD

TODD BURNS, President, Cypher Environmental

ROSA VILLAMIZAR, Marketing and Business
Development Director, BEHLEN Industries

Manitoba manufacturers know that creating products that sell requires more than a big idea or incremental innovation. The foresight to break down barriers before death threats sink a project can make the difference between success and failure. After attending this session, participants will be able to:

- Apply lessons learned from product innovation and commercialization
- Create new products that sell domestically and across borders
- Stick handle the impact of US tax policy changes: from process improvement to organizational design

GUEST SPEAKERS



JOHN PROVEN
Chief Operating Officer,
Conviron



PAUL BROEKEMA
Managing Director Offshore Sales
and Marketing, Walinga Inc.



COLIN ROBERTSON
Former Canadian Diplomat, Vice
President and Fellow at the Canadian
Global Affairs Institute

10:00 AM | NETWORKING BREAK

10:45 AM | OVERCOMING BARRIERS TO GROWTH

JOHN PROVEN, Chief Operations Officer, Conviron
PAUL BROEKEMA, Managing Director Offshore
Sales and Marketing, Walinga Inc.

Manufacturers spend a great deal of effort planning for improvement and executing programs. But the reality is most organizations face challenges to successfully grow their business. This session will focus on real-world success stories from manufacturers who have successfully applied three key strategies to break down barriers: leadership, scalable infrastructure and changing market dynamics:

- Leadership: understand the fundamental thinking to delegate effectively and ensure everyone is moving in the same direction
- Scalable infrastructure: create systems to connect evolving parts of the business to support decision making
- Changing market dynamics: understand and plan for internal needs and adjust to external pressures as needs change as the company grows

11:30 AM | CASE STUDY: COLLECTIVE SUCCESS - THE MAKING OF YOUR MANITOBA COMPANY INC.

Through a fictional case study, this session outlines finance and sales strategies, delivering an insightful look at potential success made possible with services, training and expertise through the CME network. Service providers will discuss real-world, practical options for growth along with steps to overcome the pain points that stand in the way of business development and growth.

12:15 PM | NAVIGATING TRADE TENSIONS - AVOIDING COLLATERAL DAMAGE IN THE US-CHINA TRADE WAR

COLIN ROBERTSON, Former Canadian Diplomat

Many Manitoba manufacturers are in the risky position of finding themselves, and their supply chains, in the crossfire between two superpowers. Escalating tensions are adding uncertainty and pressure to the global economic outlook. This presentation will help prepare savvy firms to take advantage of opportunities and downplay threats, with a focus on:

- Trade compliance in an era of escalating tensions and executive orders
- Manufacturing a crystal ball: short-term economic predictions
- Strategies to improve agility and minimize risk
- World Trade Organization reform
- Updates on Canada-United States-Mexico (CUSMA), steel & aluminum, Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), Mercosur FTA negotiations and Pacific Alliance negotiations

1:15 PM | CLOSING REMARKS

*Sessions and speakers may be subject to change.