



**MEMBER OF COUNCIL REPORT  
ON OUT-OF-PROVINCE CONFERENCE**

(To be circulated to standing committees and posted on the internet)

Name of Member of Council: Councillor Ana Bailão

Name of Conference: Global Business Leaders Series

Location: Miami, São Paulo

Date(s) Attended: February 24 to February 26, 2015

I confirm I attended the following sessions (please use additional sheet if required):

DATE	TIME	NAME OF SESSION
24/02/15	12:30pm	Canada's Strong Economic Fundamentalists
24/02/2015	1:00pm	Panel Discussion: Innovation and Competitiveness Business opportunities in Canada
24/02/2015	2:00pm	Investment Matchmaking (B2B) session
26/02/2015	9:15am	Canada's strong Economic Fundamentalist
26/02/2015	9:35am	Investor Testimonial
26/02/2015	10:20am	Panel discussion: smart cities
26/02/2015	11:45pm	Investment Matchmaking (B2B) session

Member of Council Signature: \_\_\_\_\_

*Ana Bailão*

Date: April 29, 2015



**Updated: Friday, January 30, 2015**

**INVESTMENT OUTREACH PROGRAM  
LEADING UP TO TORONTO 2015 PAN AM GAMES  
Miami, Feb 24 | Sao Paulo, Feb 26 | Rio de Janeiro, Mar 2**

**Sunday, February 22, 2015: MIAMI**

<b>Time</b>	<b>Program</b>
<b>Evening</b>	<p>BIP staff and CCCA arrival in Miami</p> <p><b>Accommodation:</b> Hyatt Regency Miami 400 South East Second Avenue Miami, Florida, 33131 Tel: +1 305 358 1234</p>

**Monday, February 23, 2015: MIAMI**

<b>Day Objectives:</b>	
<ul style="list-style-type: none"> <li>- Arrival of Champion speakers and CCCA members in Miami</li> <li>- Program/market briefing by MIAMI to CCCA and Champions (TBC)</li> <li>- Event set-up and final arrangements</li> </ul>	
<b>Location:</b> Consulate General of Canada in Miami (Room TBC)	
<b>Time</b>	<b>Program</b>
<b>Morning</b>	BIP and MIAMI review run of day for Feb 24. Ensure necessary event arrangements are in place.
<b>Afternoon</b>	<p>Program Briefing by MIAMI/Marc-André Hawkes (TBC), (30-45 minutes)</p> <ul style="list-style-type: none"> <li>- <b>Focus:</b> FDI attraction in the MIAMI region, overview of the matchmaking program</li> <li>- <b>Location:</b> Consulate General, Room TBC</li> <li>- <b>Participants:</b> CCCA, Provinces, Champions, BIP, MIAMI</li> </ul>
<b>Evening</b>	Free evening / Private Program

**Tuesday, February 24, 2015: MIAMI**

<b>Day Objectives:</b>	
<ul style="list-style-type: none"> <li>- Breakfast business roundtable with TD and select FDI prospects</li> <li>- Networking reception</li> <li>- Informal meeting between moderator and speakers</li> <li>- Luncheon plenary and B2B matchmaking session</li> </ul>	
<b>Venue: Hyatt Regency</b>	
<b>Time</b>	<b>Program</b>
Morning – 11:00	CCCA members have private programs
11:00 – 12:00	<p><b>Registration and Networking Reception (1 hour)</b>  <b>Venue: Hyatt Regency, Room: Jasmine Foyer</b></p> <p>Investment seminar guests arrival, registration and networking  <b>Note:</b></p> <ul style="list-style-type: none"> <li>- Concurrent to registration, informal briefing between moderator and speakers takes place to discuss keynote interview format and expected Q&amp;A framework for panel discussion (15 mins)</li> <li>- CCCA members set up for B2B session (5-10 minutes)</li> </ul>
12:00 – 12:10	Guests move to Luncheon room
12:15 – 12:20	<p><b>Luncheon Plenary Event (1 hour 50 minutes)</b>  <b>Venue: Hyatt Regency, Room: Jasmine</b></p> <p>Welcoming Remarks by Master of Ceremonies, <b>Joseph A. Mann, Freelance Journalist and Business Writer, The Miami Herald</b> (5 mins)</p>
12:20 – 12:30	Opening Remarks by <b>MIAMI HOM/STC</b> (10 mins)
12:30 – 13:00	Keynote Address: "Canada's Strong Economic Fundamentals"(title TBC) by <b>Craig Alexander, Senior VP and Chief Economist, TD Bank Group</b> followed by an interview and/or audience Q&A session (30 mins)
13:00 – 14:00	<p><b>Panel Discussion: Innovation and Competitiveness – Business Opportunities in Canada (1 hour)</b></p> <p>Canada offers opportunities for businesses looking for growth, innovation and sustainable investment. Sectors such as ICT and life sciences are well-positioned to benefit from Canada's skilled workforce, R&amp;D tax incentives, competitive cost of doing business, and stable economic environment. Join our experts as they discuss the latest market innovations and emerging trends in cyber security and digital healthcare. What are today's key drivers behind investment success stories? How are companies adapting to global market conditions? What transformative technologies are likely to figure</p>

14:00 – 14:05	<p>prominently? How do Canada's labor pool, industry clusters, business costs compare to those of other potential destinations for investment?</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>- <b>Veronika Litinski</b>, Advisor, Life Sciences and Healthcare, MaRS, and CEO, Konona Health</li> <li>- <b>Rafal Rohozinski</b>, CEO, SecDev</li> <li>- <b>Mike Darch</b>, President, Consider Canada City Alliance</li> <li>- Investor Testimonial – TBC</li> <li>- <b>Louis-Olivier Guay</b>, R&amp;D Tax Credit Manager, Kaufman, Rossin &amp; Co.</li> </ul> <p><b>Moderated by:</b> Joseph A. Mann</p> <p><b>Format:</b> Panellists deliver brief talks (5 minutes each). Moderator will then pose questions and guide discussion using the talking points of the panellists (just prior) and also draw out issues/ themes of common interest (20 mins). Moderator will also engage audience and invite questions.</p> <p>Closing remarks and conclusion of plenary</p>
14:05 – 16:00 (or 17:00 TBC)	<p><b>Investment Matchmaking (B2B) Session</b>  <b>Venue:</b> Hyatt Regency, <b>Room:</b> Hibiscus</p> <p>Canadian participants: Consider Canada City Alliance; Invest Ottawa, Invest Toronto, Investissement Québec</p>

**Miami program concludes.**

**Wednesday, February 25, 2015: SAO PAULO**

<p><b>Day Objectives:</b></p> <ul style="list-style-type: none"> <li>- Arrival of DFATD team, champion speakers and CCCA members in Sao Paulo</li> <li>- Event set-up and final arrangements</li> </ul>	
<b>Time</b>	<b>Program</b>
Late afternoon/ Evening	<p>Arrival in Sao Paulo</p> <p><b>Accommodation:</b>  Hotel InterContinental Sao Paulo  Alameda Santos, 1123 - Jardim Paulista, SP, Brazil  Tel: +55 11 3179-2600</p>
Evening	<p>Free evening/private program  (Note: The mission is considering hosting an informal dinner for Canadian participants – TBC depending on arrival times of Canadian participants)</p>

**Thursday, February 26, 2015: SAO PAULO**

<b>Day Objectives:</b>	
<ul style="list-style-type: none"> <li>- Global Business Leaders Plenary event</li> <li>- Matchmaking (B2B) session</li> </ul>	
<b>Venue:</b> Hotel InterContinental Sao Paulo	
<b>Time</b>	<b>Program</b>
08:30 – 08:50	<p><b>Briefing between moderator and speakers</b> (to take place concurrent to registration of attendees) – 20 minutes</p> <ul style="list-style-type: none"> <li>- <b>Objective:</b> Introductions, discuss expected Q&amp;A framework and how the interview with keynote and panel discussion would flow</li> <li>- <b>Location:</b> Malfatti, 2<sup>nd</sup> Floor</li> <li>- <b>Participants:</b> <ul style="list-style-type: none"> <li>o <b>Moderator:</b> TBC</li> <li>o <b>Speakers:</b> Craig Alexander (TD, keynote), John Longbottom (IBM, Smart cities), Mike Darch (CCCA)</li> <li>o <b>DFATD:</b> Anne-Marie Mosey/Brad McBride, SPALO rep TBC</li> </ul> </li> </ul>
08:30 – 09:00	<p><b>Global Business Leaders Plenary</b> (2 hours 30 minutes)  <b>Venue:</b> InterContinental Sao Paulo, <b>Room:</b> Nery 1S</p> <p>Registration and Coffee</p>
09:00 – 09:15	<p>Introductory/Welcoming Remarks</p> <ul style="list-style-type: none"> <li>- <b>HOM/SPALO or HOM/BRSLA</b> (TBC)</li> <li>- Esther Nunes, President, Câmara de Comércio Brasil Canadá</li> </ul>
09:15 – 09:35	<p>Keynote: “Canada’s Strong Economic Fundamentals” by <b>Craig Alexander, Senior VP and Chief Economist, TD Bank Group</b> (20 minutes)</p> <p>The keynote will focus on Canada’s positive macro-economic fundamentals, the excellence and stability of the financial sector, positive outlook for the next few years and sectors that present the highest growth rate trends for the next 5-10 years. It will also touch upon opportunities and advantages of a stronger two-way trade and investment relationship between Canada and Brazil that will be of relevance and interest to Brazilian businesses.</p>
09:35 – 09:55	<p>Investor Testimonial: <b>André Roberto Leitão, Executive Director, Global Corporate Development, Votorantim</b> (20 minutes)</p> <p>Testimonial could principally focus on the experiences of the company in Canada – expectations vs. realities - and the company’s activities and its future growth prospects in the country.</p>
09:55 – 10:15	<p>Coffee Break – Networking (Nery Foyer)          (Interesting videos of Canada and the Pan Am Games to play in the background)</p>

10:15 – 10:20	Plenary resumes with brief remarks by MC/Moderator
10:20 – 11:20	<p>Panel discussion: <b><i>Smart cities /Cities of the Future: What makes a city globally attractive and competitive for business and talent?</i></b> (1 hour)</p> <p>Discussion will focus on what makes cities ‘strong/smart’, why are they considered magnets for attracting business, talent, and capital and how Canadian (and Brazilian) cities compare globally; their demographics; sectors of growth in Canadian cities; examples of recent investments made by companies in Canadian cities and by the municipalities in markets abroad, urban life, interesting historical facts, etc.</p> <p><b>Moderator:</b> TBC</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>- <b><i>John Longbottom</i></b>, Smart Cities Leader, IBM Canada Ltd.</li> <li>- <b><i>Mike Darch</i></b>, President, Consider Canada City Alliance</li> <li>- <b><i>Craig Alexander</i></b>, Senior VP and Chief Economist, TD Bank Group</li> </ul> <p><b>Format:</b> Panellists deliver brief talks (10 minutes each). Moderator then poses questions and guides discussion using the talking points of the panellists (just prior) and also draws out issues/ themes of common interest (30 mins). Moderator also engages audience and invites questions.</p>
11:20 – 11:30	Panel discussion wrap-up and closing remarks
11:30 – 12:30	Refreshments and Networking (Nery Foyer)
11:45 – 14:30 OR 15:15 (end time TBC)	<p><b>Investment Matchmaking (B2B) Session</b>  <b>Room:</b> Brecheret, 2<sup>nd</sup> Floor</p> <p>Canadian participants:</p> <ul style="list-style-type: none"> <li>- CCCA</li> <li>- Invest Ottawa</li> <li>- Invest Toronto</li> </ul>
Evening	Free evening/Private program

**Friday, February 27, 2015: SAO PAULO / RIO DE JANEIRO**

<b>Day Objectives:</b> <ul style="list-style-type: none"><li>- DFATD staff arrival in Rio</li><li>- CCCA members either travel to Rio or continue in Sao Paulo with private program</li></ul>	
<b>Accommodation:</b> Sofitel Rio de Janeiro Copacabana Avenida Atlantica, 4240, Copacabana Rio de Janeiro, Brazil 22070-002 Tel: +55-21-2525-1232	
<b>Time</b>	<b>Program</b>
Morning	Arrival in Rio de Janeiro
Noon/Afternoon	BIP team assists RIO with event set-up and final arrangements as required

**Saturday, February 28, 2015: RIO DE JANEIRO**

<b>Day Objectives:</b> <ul style="list-style-type: none"><li>- CCCA members arrival in Rio de Janeiro</li></ul>	
<b>Time</b>	<b>Program</b>
Weekend	Private Program

**Sunday, March 1, 2015: RIO DE JANEIRO**

<b>Day Objectives:</b>	
<ul style="list-style-type: none"> <li>- Informal Market Briefing and Networking Dinner hosted by Consul General of Canada in Rio, Sanjeev Chowdhury</li> </ul>	
<b>Venue:</b> Residence of the Consul General Rua Leoncio Correa, 123, Leblon, Jardim Pernambuco, Rio de Janeiro Tel: 55-21-2525-6041	
<b>Time</b>	<b>Program</b>
Morning – Afternoon	Private program
Evening	<p><b>Informal Market Briefing and Networking Dinner</b> Brazilian barbeque (churrasco); dress code: casual (shorts/t-shirts: please note, given the extreme heat in Rio you are encouraged to dress casually for the barbeque) Participants (up to 18):</p> <ul style="list-style-type: none"> <li>- Canadian speakers (2)</li> <li>- CCCA (1)</li> <li>- Invest Ottawa (2)</li> <li>- Invest Toronto (4)</li> <li>- Province of Ontario (1)</li> <li>- DFATD/BIP (2)</li> <li>- RIO staff and MC (6)</li> </ul>
18:30 – 19:00	Travel to Consul General's residence Pick-up from Sofitel Hotel will be arranged for delegation (minivan leaves front door of Sofitel at 18:30)
19:00 – 21:00	Informal market briefing and networking dinner (approx. 2 hours)
21:30	Hotel drop-off will be arranged (minivan leaves residence when dinner is over, expected around 21:30 or 22:00)



**Monday, March 2, 2015: RIO DE JANEIRO**

<b>Day Objectives:</b>	
<ul style="list-style-type: none"> <li>- Global Business Leaders Plenary event and Networking Luncheon</li> </ul>	
<b>Venue:</b> Federation of Industries of the State of Rio de Janeiro (FIRJAN) Av. Graca Aranha, 1, Centro, Rio de Janeiro Tel: 55-21-2563-4049	
<b>Time</b>	<b>Program</b>
	<b>Global Business Leaders Plenary (1 hour 45 minutes)</b> <b>Venue:</b> Federation of Industries (FIRJAN), <b>Room:</b> TBC
09:30	Departure from Sofitel Hotel for event venue (group pick by minivan, departs front door of Sofitel at 09:30)
10:00 – 10:30	Arrival and registration of participants
10:30 – 10:35	Introductory remarks by MC followed by brief welcoming remarks (5 minutes) <ul style="list-style-type: none"> <li>- <b>Sanjeev Chowdhury</b>, Consul General of Canada in Rio</li> <li>- <b>Dr. Temporal</b>, President, Federation of Industries of the State of Rio de Janeiro (FIRJAN)</li> </ul>
10:35 – 10:55	Keynote: "Canada's Strong Economic Fundamentals" by <b>Craig Alexander, Senior VP and Chief Economist, TD Bank Group</b> (20 minutes)
10:55 – 11:10	Investor Testimonial: Vale (15 minutes)
11:10 – 11:25	Presentation: "Successful Cities building a Strong Canada" by <b>Mike Darch, President, Consider Canada City Alliance</b> (15 minutes)
11:25 – 11:40	Presentation: "Smart cities are Cities of the Future" by <b>John Longbottom, Smart Cities Leader, IBM Canada Ltd.</b> (15 minutes)
11:40 – 12:00	<b>Moderated Discussion with all speakers (20 minutes)</b> <b>Format:</b> Moderator poses an initial question or two, based on the talking points of the speakers (just prior) and also draws out issues/ themes of common interest. Moderator also engages audience and invites questions. Upon conclusion of panel, moderator wraps up plenary with closing remarks.
12:00 – 14:00	Networking Luncheon (2 hours)
14:00	Group drop-off to Sofitel Hotel will be organised for Canadian delegation (mini van leaves FIRJAN when lunch is over, expected around 14:00 or shortly thereafter)

**Brazil program concludes. CCCA members may continue with private program.**