

A free information session about the European Union and how businesses can take advantage of the Canada-EU Comprehensive Economic and Trade Agreement (CETA)

What Does the EU Market Offer You?

VICTORIA • OCTOBER 30, 2019 • 9:00 am • 1:30 pm

University of Victoria (Cadbore Commons - Arbutus/Queenswood Room)



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BEN KOLISNYK

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RUPERT POTTER

B.C.'s Trade and Investment Representative in Europe



ALEX MARTYNIK

Executive Director, EU Chamber of Commerce in Canada-West

Understanding CETA and the European Union

Victoria, October 30, 2019

This practical and interactive workshop aims to provide participants with a good understanding of how the European Union works and of the opportunities afforded by the Canada-EU Comprehensive Economic and Trade Agreement. After the session, participants should have improved their comprehension of how most decisions are made in the EU; how to influence EU processes; how to seize opportunities afforded by the CETA; and to recognise the importance of engagement with the EU.

09:00 **Setting the stage:** Opening remarks and introductions

Speaker: Sally Southey, Team Leader, EU Policy and Outreach Partnership in Canada

09:05 **Europe 101:** What drives the integration process and how has the spirit of the Community/Union changed over time? Overview of the EU, CETA and policy areas. How the main EU institutions operate and fit together.

Speaker: Dr. Achim Hurrelmann, Associate Professor, Carleton University

11:05 Break

11:15 **CETA and opportunities for BC businesses:** The broader economic and business context of the CETA deal. How is it different from traditional trade agreements? How can B.C. businesses, government and cities benefit from the CETA?

Speaker: Ben Kolisnyk, A/Senior Manager, B.C. Ministry of Jobs, Trade & Technology

11:45 Lunch (provided)

12:15 **Panel discussion: CETA best practices**

Speakers:

Rupert Potter, B.C.'s Trade and Investment Representative in Europe
Alex Martyniak, Executive Director, EU Chamber of Commerce in Canada
Dr. Achim Hurrelmann, Associate Professor, Carleton University

13:00 **Questions and Answers**

13:30 Close