

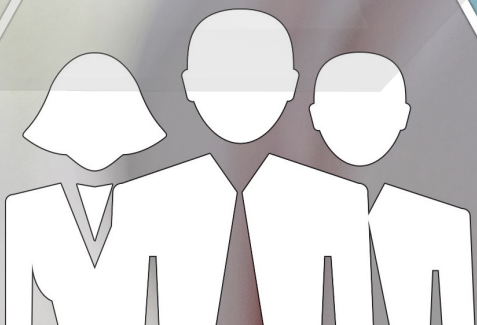


Canadian
Manufacturers &
Exporters

CME TRADE SUMMIT 2017

BUSINESS-READY TACTICS TO GROW YOUR COMPANY

NOVEMBER 30 | HOLIDAY INN AIRPORT POLO PARK
1740 ELLICE AVE, WINNIPEG



**BENEFIT FROM LEADING
MANITOBA EXECUTIVES,
REAL EXPERIENCE AND
PRACTICAL INSIGHTS**

LEGAL INSIGHTS

FINANCIAL GUIDANCE

BUSINESS EXPERTISE



PREMIER PARTNER

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TRADE SUMMIT 2017

Ready to take your business to the next level? Do you have a target but need to overcome the sales, legal and financial hurdles standing in the way? Our half-day program is filled with powerful keynotes, panel discussions and workplace-ready insights on issues and opportunities that manufacturers can implement to achieve success today!

Whether you're doing business with customers across the street or across the globe; manufacturers face legal, financial and sales obstacles every day. CME Manitoba is your trusted source to connect you to the resources, knowledge and practical insights you need to grow. Attendees at this event will walk away with ready-to-implement tactics and solutions to move you from where you are to where you want to be – hitting the target, every time. Whether your business is local, across Canada or international, **CME TRADE SUMMIT 2017** is the can't-miss event of the year: Manitoba's premier global business event for the manufacturing community.

FEATURED SPEAKERS



LESSONS LEARNED ALONG THE WAY

Manufacturers across sub-sectors share similar challenges. Get real-world tips, practical insights and field-tested, workplace-ready tactics to help you overcome sales, finance and legal hurdles and grow your business today. Don't miss out on an interactive Q&A with leaders across subsectors.



DENNIS DARBY

NAFTA and the future of manufacturing

As president of Canadian Manufacturers & Exporters (CME), Dennis Darby heads national efforts to strengthen manufacturing's position as a cornerstone of our national economy. Dennis will speak to where the manufacturing sector is gaining ground, opportunities at risk and what that means for Manitoba businesses.



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SUMMIT PRICING

MEMBERS | \$80 +GST

NON-MEMBERS | \$100 +GST

**all prices subject to GST. Please contact CME directly if your firm is GST exempt.*

SUMMIT AGENDA

7:30 AM REGISTRATION & BREAKFAST

8:15 AM OPENING REMARKS

- » Gustavo Zentner, Sales, Business Growth and Leadership Champion, CME
- » Ron Koslowsky, Vice President, CME
- » The Honourable Blaine Pedersen, Minister of Growth, Enterprise and Trade

8:45 AM EXPERT ADVICE FROM THE TRENCHES – PART I

A panel discussion featuring a selection of Manitoba companies – some who have cornered the market in Canada and others are selling around the world. Participants will provide practical, real-world manufacturing examples where they successfully overcame sales, legal and financial obstacles. Learn from, and avoid the mistakes of others to ensure you have a handle on the hidden legal and financial practicalities of managing your business.

- » Robert Sorba, Conviron
- » Darren Lodge, Custom Castings
- » Derek Hird, Evolution Wheel

9:30 AM PRACTICAL INSIGHTS TO AVOID COMMON PITFALLS

For manufacturers, there are common business areas that represent pitfalls. Finance, legal and sales issues can cause manufacturers to stumble on the path to success. Why are we failing in some areas of our business and what do we do to prevent it? This moderated discussion will underscore the importance of accounting, record keeping, contractual arrangements and distributor networks; and provide practical tips to navigating common pitfalls. Experts will share real examples, insights and success stories. Walk away with answers and council to your questions and issues:

- » Leilani Kagan, TDS Law
- » Daniel Bernard, BDO Canada

10:30 AM NETWORKING SESSION

Connect with sponsors, exhibitors and delegates

11:00 AM CASE STUDY: COLLECTIVE SUCCESS – THE MAKING OF yourMANITOBAcompany INC.

Through a fictional case study, this session outlines finance and sales strategy, delivering a fascinating look at potential success made possible with services, training and expertise through the CME network.

11:40 AM EXPERT ADVICE FROM THE TRENCHES – PART II

A moderated discussion featuring Manitoba companies and financial service providers. Manufacturers will discuss the pain points that stand in the way of business development and growth. Two different service providers will talk through the practical issues that challenge manufacturers every day and outline tactical solutions that organizations can tap into to solve problems and create solutions today. Attendees will have the opportunity to ask questions and get answers, live and on demand.

- » Otto Kemerle, Food Trucks International
- » Pearl Moroz, Farm Credit Canada
- » Willy Fogang, Export Development Canada

12:20 PM LUNCH KEYNOTE: NAFTA AND THE FUTURE OF MANUFACTURING

Hear from CME's national president, Dennis Darby, on the four key priorities based on member feedback that CME is advocating for in the NAFTA negotiations and why they matter to the future of the manufacturing sector.

1:15 PM CLOSING REMARKS

Gustavo Zentner, Sales, Business Growth and Leadership Champion, CME

**schedule subject to change*

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EXPORTERS EXECUTIVE COUNCIL

The Exporters Executive Council (EEC) is CME's exclusive sales and marketing development program. Are you ready to take the next step in your professional development journey? Contact Gustavo Zentner, Sales, Business Growth and Leadership Champion and EEC Chair at 204.500.3342 or gustavo.zentner@cme-mec.ca

WHY SPONSOR?

BECAUSE LEADERSHIP MAKES THE DIFFERENCE!

CME TRADE SUMMIT 2017 is Manitoba's premier business development and trade summit, targeted to the needs of small and medium manufacturers interested in increasing sales, both inside and out of Manitoba. Sponsor this event and others to reach an engaged and captive audience!

LOOKING TO SUPPORT MANUFACTURERS?

Email Geri Clincke, Project and Event Lead at geri.clincke@cme-mec.ca



**Canadian
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