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CANADIAN
MANUFACTURERS
& EXPORTERS

CME TRADE SUMMIT 2018
BUSINESS-READY TACTICS
TO GROW YOUR COMPANY

NOVEMBER 29, 2018
HOLIDAY INN POLO PARK
1740 ELLICE AVENUE | WINNIPEG
*Free Parking

CME-MEC.CA





CANADIAN
MANUFACTURERS
& EXPORTERS

CME TRADE SUMMIT 2018

The last twelve months have shown us 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. All of us in Manitoba are part of an evolving global business environment where constant change is the new norm. Learning to adapt, to plan ahead and to prepare your teams for success is a must; that is the driving force behind the CME Manitoba team to produce the most meaningful program where you and your colleagues can learn from manufacturers that are facing local and global challenges head on. They are ready to share their experiences with you – Your part is to actively participate through Q&As. The CME TRADE SUMMIT 2018 is the must-attend event of the year: Manitoba's premier global business event for the manufacturing community.

BUSINESS ALIGNMENT FOR GROWTH

FINANCING FOR GROWTH – CAPEX STRATEGIES

SALES AND BUSINESS DEVELOPMENT EXPERTISE

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?

LOOKING TO ENGAGE WITH SENIOR LEVEL EXECUTIVES AND TO GROW YOUR BUSINESS?

Email Gustavo.Zentner@cme-mec.ca for a private consultation.

FEATURED SPEAKERS

Get ready to interact and participate. Sessions moderated with input from the audience on real-life scenarios.

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, plan for finance hurdles and skills shortage, and grow your business today. Don't miss out on an interactive Q&A with leaders across subsectors.



MARKET DIVERSIFICATION AND NEW HORIZONS FOR CANADIAN MANUFACTURERS

Growth is an exciting journey for businesses both big and small. Successful businesses look ahead and chart a path towards their next milestone for greater impact, win a contract, a larger team, a better facility and even to enter a new market. The opportunities are vast, but growing beyond borders also brings more risk. Participants will learn from solutions to finance their domestic operations, acquire technologies to compete and secure against global risks.

Join us for an insightful and knowledgeable session.

SUMMIT AGENDA

- 7:30** Registration & breakfast
- 8:15** 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** Real Growth and Real Stories – Part I
Manitoba business leaders discuss strategies for growth in Western Canada and the United States. Everything is on the table and up for discussion, from sales techniques, segment identification, distribution channels and more.
- » Tim McQueen, President, International Truck Body
 - » Chad Brick, President, The Eastside Group of Companies
 - » Don Shearer, Vice President Sales and Marketing, Acrylon Plastics
- 9:30** Your Reality in Perspective – Current Management Issues and Benchmarks
You can't plan, strategize, and execute if you don't know what your benchmarks are. Where is your company at in terms of market access, competitiveness, technology and innovation? This presentation will focus on common trends and opportunities, becoming more innovative, attracting & retaining skilled employees and reaching new markets.
- » Chris Kauenhofen, Partner, BDO Canada
- 10:00** Networking Session
Connect with sponsors, exhibitors and delegates
- 10:45** Internal Alignment – Building a Winning Team – Part II
Three fundamental components of your company: Entrepreneurship – Culture – Engineering
This is it. It doesn't get any more real than this! This panel will tackle major pains and opportunities for improvements in your organization. How do you build and foster a solid corporate culture and team-building environment? Warning: Be ready to laugh and cry at their war stories.
- » Neil Krovats, President, Clearline Technologies
 - » Wendy Ferris, EVP of Culture and Innovation, Palliser
 - » Ryan Bourget, Director of Engineering, HERD North America Inc.
- 11:30** Case Study: Collective Success– The Making of your MANITOBA company Inc.
Through a fictional case study, this session outlines finance and sales strategies, delivering a fascinating look at potential success made possible with services, training and expertise through the CME network .
- Expert Advice from the Trenches
Financial service providers will discuss real-life and smart-financing options for growth. They will discuss the pain points that stand in the way of business development and growth.
- » Caesar Neves, Senior Business Development Manager, HSBC
 - » Willy Fogang, Account Manager, EDC
- 12:15** Lunch Keynote: Mr. Omar Alghabra, Parliamentary Secretary to the Minister of International Trade Diversification, Government of Canada
- 1:15** Closing Remarks
- » Gustavo Zentner, Sales, Business Growth and Leadership Champion, CME

*schedule subject to change

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WHY SPONSOR?

TO HELP MANUFACTURERS GROW

CME TRADE SUMMIT 2018 is Manitoba's premier business development and trade event, targeted to the needs of small and medium-sized manufacturers interested in increasing sales, both local and abroad. Sponsor this event and others to reach an engaged and captive audience!

LOOKING TO SUPPORT MANUFACTURERS?

Email Geri.Clincke@cme-mec.ca to learn more.

SUMMIT PRICING

MEMBERS: \$80+GST

NON-MEMBERS: \$100+GST

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

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