



INTERNATIONAL BUSINESS SERVICES FORUM
Toronto, 15-16 May, 2007

PROGRAMME

May 15, 09:00 – 14:00, Programme 1, Conference Element,
Delta Chelsea Inn, Scott Room

09:00 Registration opens

09:30 Program begins (introduction and welcome by Doreen Conrad, Chief of Trade in Services Section, International Trade Centre, Geneva)

09:45 “Who we are” Part 1, presentations by 10 businesswomen on their countries and companies

10:35 morning tea and coffee/networking

10:50 Jacques Rostenne, President, Perwit International, ‘Outsourcing: Past, Present and Future’

11:05 “Who we are” Part 2, presentations by 10 businesswomen (continued)

11:55 Josie Mousseau, Trade Commissioner, Businesswomen in Trade, Canadian Department of Foreign Affairs and International Trade

12:15 Karen Campbell, President and CEO, Greater Toronto Metropolitan Area

12:45 Andrew Wall, Chief Technical Officer/Outsourcing Manager, Wall & Associates PC Chartered Accountants, “Outsourcing: How to benefit from and Lessons Learned – a Real Case Study”

13:00 Lunch

14:00 Open time for networking or meetings

17:30 - 20:30, Programme 2 - CME Global Business Reception
(Hosted by Canadian Manufacturers and Exporters at Exhibition Centre)

May 16, 11:00 – 17:00, Programme 3, Marketing Clinic and Networking Forum,
Delta Chelsea Inn, Rosetti Room

09:00 – 11:00 Open time for meetings

11:00 – 12:00 Panel of International Experts on Trade in Services

**‘Preparing to Successfully Export Services: Best Practices’, Doreen Conrad,
Chief, Trade in Services Section, International Trade Centre, Geneva**

**‘What to do to *Get out There!*’ Andrina Lever, President, Lever Enterprises,
Toronto**

‘Technology Tools of Trade’, Diane Girard, President, Global Links Network

**‘Living the Dream in a Foreign Environment’, Jenny Lofbom, Trade in
Services Section, International Trade Centre, Geneva**

12:00 Q & A

12:30 Lunch

**13:45 ‘Myths, Realities and Opportunities’, interactive panel chaired by Andrina
Lever**

15:00 Networking with local participants and business organizations

15:30 Coffee served and continued networking

16:00 Best practices and connections with women’s business associations,

**16:30 Closing with final presentations from participants, what’s next, follow up
evaluations and conclusions**