

Program





## VIRTUAL EVENT 22-23 JUNE 2022

Each CETA Talks will last 1 hour, with 3/4 speakers and one moderator.

Each CETA Talks will be recorded before the Event data (during April and May 2022) on dates agreed with the speakers of each panels.

The CETA Talks will be launched officially on the 22nd and 23rd June 2022 during the CETA BUSINESS FORUM.





Green Economy  
and Sustainability



Women  
Entrepreneurship



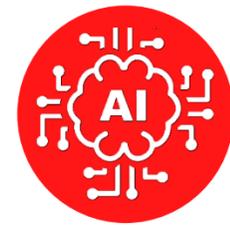
Food and Agriculture



Creativity and  
Fashion Industry



Start-Up and Young  
Entrepreneurs



AI and ICT



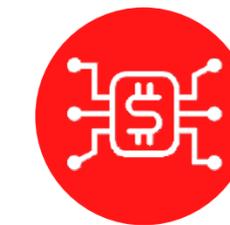
Education and Jobs  
Opportunities



Automotive and  
Machinery Industry



Public Procurement  
and Services



Fintech





## Green Economy and Sustainability

More and more countries are focusing their efforts on the efficient use of their resources.

The economic, social and environmental debate regarding climate change is one of the most important in the world.

This is leading companies and governments to focus attention and commit to sustainable and low environmental impact solutions.

In this context, CETA is leading to an increase in green trade between Canada and Europe, in particular in exchanges related to energy efficiency, the reduction of environmental impact and clean-tech products.

In fact, the EU is Canada's second largest export market for green trade: Total trade in environmental goods amounted to 7.1 billion euros (10.5 billion dollars) in 2019, 17 , 2% higher than its level in 2016 (before the entry into force of CETA).

Always comparing 2019 to 2016, Canadian exports of environmental goods grew by 23% and European exports by 15.8%.

In particular, in the three years of application of CETA, the trade of pipes for recycling, prefabricated building structures, energy-efficient machinery and equipment for measuring pollution levels has grown significantly.

During the GREEN ECONOMY ANF SUSTAINABILITY CETA TALK we will listen to the views and experiences of high-level speakers in the sector, with the aim of strengthening cooperation and synergies between Canada and Europe, to explain the opportunities that exist in this sector. with CETA, in order to increase and improve the development of projects and activities in this sector.





## Food and Agriculture

The food and agriculture sector is one of the main in the world: it is 3% of the world GDP.

With CETA, there have been great changes in this sector: trade between Canada and Europe has seen great benefits.

In particular, companies have found the most obvious advantage of reducing duties: with the entry into force of CETA, 90% (Canada) and 92.2% (EU) of tariff lines on agricultural and agri-food products have been liberalized. .

Equally important is the recognition of the protection of denominations of origin; in particular, 143 European products with the status of Geographical Indication can be sold in Canada, thanks to CETA having a level of protection in terms of imitations, equal to that of Europe.

Also from the Canadian point of view, companies have the opportunity to improve and expand into new EU markets with competitive advantages over others.

The favored sectors are different, from wine to cheeses, from wheat to organic, up to baked goods and confectionery.

These positivity are reflected throughout the supply chain, up to the final consumer.

During the FOOD AND AGRICULTURE CETA TALK we will listen to the views and experiences of high-level speakers in the sector, with the aim of explaining commercial opportunities and strengthening cooperation and synergies between Canada and Europe.





## Start-Up and Young Entrepreneurs

Both Europe and Canada are two regions that in recent years have attracted more and more young people and start-ups who choose these countries to start their projects.

Thanks to the presence of venture capital funds, funding schemes of individual governments, private investors and institutions, there are many opportunities and eco-systems for starting a new company.

In particular, in terms of investment opportunities, CETA simplifies investments in Canada for European companies, removing the obstacles previously presented, ensuring that there are no differences between domestic and foreign investors and not imposing new restrictions on foreign holdings.

Looking at the sector of intellectual property rights, thanks to CETA there is a strengthening of the protection of copyright: the Canadian rules are in fact aligned with the EU ones for the protection of new technologies and the management of digital rights.

There are therefore many opportunities for young entrepreneurs on the one hand and for investors on the other. We will discover them together during the START-UP AND YOUNG ENTREPRENEURS CETA TALK.





## Education and Jobs Opportunities

The education sector and in particular the world of work have also undergone positive changes, with new opportunities generated by CETA.

The big news relates to the introduction of a framework for the EU and Canada for the mutual recognition of qualifications in regulated professions (eg engineers, architects).

Professional organizations from both countries will be able to work out details for mutual recognition together.

This opportunity opens up new horizons to students and professionals, facilitating their entry into the European and Canadian job market.





## Public Procurement and Services

One of the great novelties and great advantages for both European and Canadian companies derives from the fact that with CETA, European companies have the possibility of being able to participate in public tenders open in Canada, both at federal, provincial and municipal level, and conversely, Canadian companies can participate in European ones.

This means that Canadian companies will be able to bid for supplies of goods and services in Europe, opening a potential estimated business of \$ 3.3 trillion a year.

On the other hand, EU companies are the first non-Canadian companies to have access to these opportunities, with a provincial government procurement market in Canada worth double the federal one and equal to billions of dollars a year.

Canadian public procurements are published on a dedicated website, thus making the procurement procedure more transparent and access to information easier.

This opens up many job opportunities for goods companies but above all service providers.





## Women Entrepreneurship

The growth of women-run businesses and start-ups is a hot topic worldwide.

Women have an essential role that must be valued in order to improve their social, economic and health status as well.

The opportunities offered by CETA in various sectors also allow female companies, both Canadian and European, to be able to look beyond their own country, to the opportunities offered in other contexts, in order to both personal and business growth.

During this talk we will listen to the experiences of European and Canadian entrepreneurs with the aim of defining the actions to be taken to accelerate the growth of all-female companies.





## Creativity and Fashion Industry

Several sectors of the creative world have had a strong take-off in terms of sales between Canada and Europe with the introduction of CETA.

This is due to two main aspects: first of all, the cut in customs tariffs has led to a greater sale of goods produced by creative and cultural companies, as these are also more competitive than other competitors.

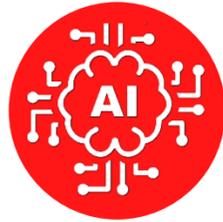
The fashion sector in fact recorded an increase in sales of 110.1%.

Another important aspect is that, thanks to CETA, situations of equality have been created between Canada and the EU in terms of intellectual property protection.

The rules on intellectual property rights strengthen the protection of copyright, strengthening border measures in particular against counterfeit branded goods, pirated goods with copyright.

This is a big plus for the film, music and publishing industries.





## AI and ICT

Canada and the EU are among the world's largest trading economies and the growth of trade between these two geographic areas is particularly relevant for the ICT sector. The companies operating in these sectors are among the fastest growing, since the use of ICT products and services is spreading in various sectors.

The opportunities for growth and partnerships for these sectors have significantly increased with the introduction of CETA.

There are several points of the agreement that have direct repercussions on the sector: from fair and equal access to public telecommunications, to guaranteeing competition up to cooperation on issues relating to electronic commerce.

The removal of tariffs is also of great help to telecommunication service providers.

Finally, thanks to CETA there is a strengthening of copyright protection: Canadian regulations are in fact aligned with EU ones for the protection of new technologies and the management of digital rights.





## Automotive and Machinery Industry

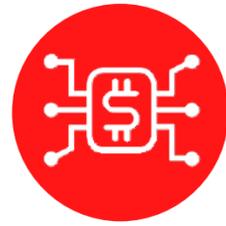
The EU is the world's largest importer of automotive goods and the European automotive industry is the largest R&D investor in the EU.

Thanks to CETA, first of all there is the tariffs' cut on all Canadian auto parts and also on some vehicles.

Another very important change will be in terms of rules of origin; with CETA there are more liberal rules of origin and it is translated, in terms of numbers and economy, in export up to 100.000 vehicles annually from Canada to EU.

Finally, but not less important, the opportunities related to the government procurement that will allow Canadian and EU companies to access to new public procurements and 100% to public transport contracts.





## Fintech

Use of technology is growing in different sectors, and above all in the financial services industry.

Fintech sector is growing dynamically and very fastly.

From the EU side, there are a lot of efforts to have harmonization and coordination in terms of digital currencies, peer to peer leading, cybersecurity, data protection and other fintech services and it is leading to new opportunities for companies, entrepreneurs and start ups.

With the CETA agreement, first of all Canada and EU treat with the investors, financial institutions and the investments done in the same way they treat with national's ones.

There are not limitations in terms of financial institutions, transactions, assets for companies from EU and viceversa.

The recognition of the professionals will also open a lot of job opportunities for professionals who work in the fintech sector in new countries.

And finally the extension and recognition of Intellectual Property rights in both EU and Canada countries will protect more companies, start-ups, investors of the fintech sectors.





[www.cetabusinessforum.com](http://www.cetabusinessforum.com)



[support@cetabusinessforum.com](mailto:support@cetabusinessforum.com)



LinkedIn



Facebook

organized by

