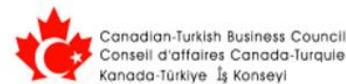
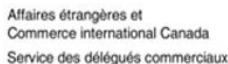
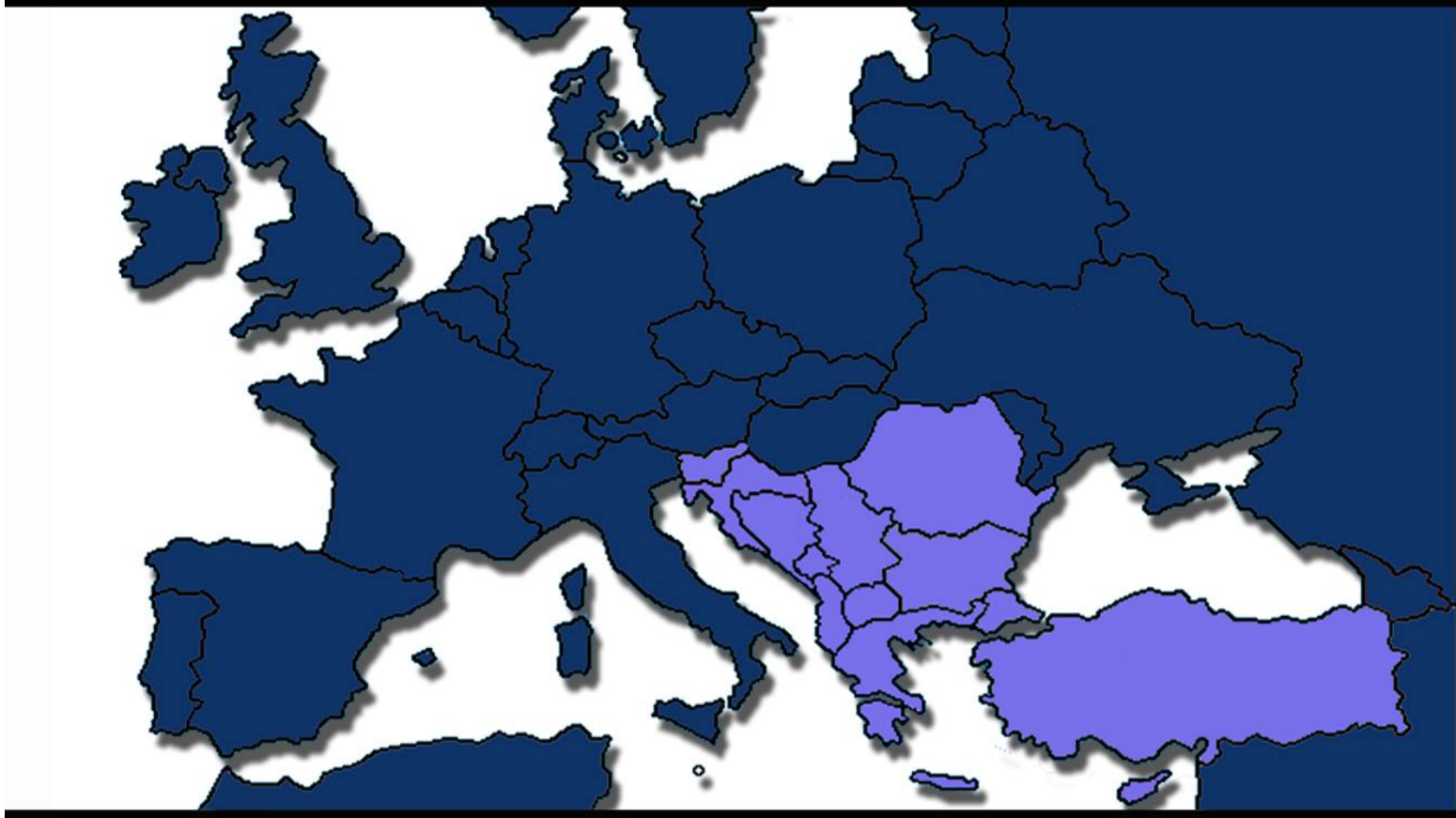




# SOUTH EASTERN EUROPEAN BUSINESS FORUM

Ontario Investment Trade Centre | March 1, 2013





## Investment & Business Opportunities in South Eastern Europe

Ontario Investment and Trade Centre | Toronto, March 1, 2013

# CONFERENCE SPONSORSHIP KIT



## WHO WE ARE

The Atlantic Council of Canada is an independent, non-profit, non-governmental organization, founded in 1966 to promote knowledge and understanding of international peace and security and the North Atlantic Treaty Organization (NATO) in Canada.

The Atlantic Council of Canada is dedicated to the view that the transatlantic relationship between Canada, the United States, and the nations of Europe. These relationships create stability and prosperity and discourage conflict. To realize its vision the ACC organizes and promotes alone or in cooperation with Foreign Delegations to Canada, Trade Boards and Business Councils, Conferences, Business Forums and Summits.

Most recently, the ACC was the proud co-organizer, along with the **Canada – Albania Business Council**, of a **Trade Mission to Albania**. Also, the Atlantic Council co-hosted with the **Canadian – Turkish Business Council (CTBC)** the **10th CTBC-DEIK Joint Annual Business Conference**, which brought together trade and business representatives from both sides of the Atlantic.

The Council has strong **partnerships with the Government of Canada** including the Department of Foreign Affairs and International Trade, the Department of National Defense and the Canadian International Development Agency. In addition, the Council maintains **linkages with international organizations** such as the World Bank Group, the European Bank of Reconstruction and Development, NATO Headquarters, the International Criminal Court, and various prominent international NGOs and think tanks.

“

Your independent, non-partisan work helps provide policymakers with the insight and perspective needed to build a better world.

”

Hon. Tony Clement,  
President of the  
Treasury Board



## Business and Investment Opportunities in South Eastern Europe

**When: March 1, 2013,  
All-day Conference**

**Where: Ontario Investment Trade Centre, Toronto**

**Participating countries: Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Georgia, Macedonia, Romania, Serbia, Slovenia and Turkey.**

### **FOREIGN PARTICIPATION AND SECTORS**

On the occasion of the Forum, senior representatives from both public and private organizations in the region will be invited to highlight trade and investment potential by identifying specific projects opportunities. The presentations will focus on the following sectors: **Energy Exploration/Development and Renewable Energy, Mining and Resources, Construction – Infrastructure and Tourism**. Presentations will also be delivered on **Public- Private Partnerships (PPP)**, followed by testimonials of Canadian companies that invest in the region.

The main goal of the event is to promote the region as a platform of investment for Canadian businesses. The Forum will feature **presentations on specific / existing projects** by the representatives from the participating countries. Also after the presentations, the companies that would like to get further information about the projects will have the opportunity to conduct **Business-to-Business and Government-to-Business meetings**.

This initiative is planned **in consultation with the Department of Foreign Affairs and International Trade (DFAIT) and Export Development Canada (EDC)**.



### **WHAT IS THE PDAC AND WHY IT IS IMPORTANT**

The date of the event was carefully chosen to take place only two days before the Prospectors and Developers Association of Canada (PDAC) Exhibition. This year, PDAC will be held from March 3-6, 2013 in Toronto (Metro Toronto Convention Centre). The PDAC exhibition represents the mineral exploration and development industry, which attracts exhibitors and attendees from all over the world. In short, PDAC is where the world's mineral industry meets. Last year it was attended by over **30,000 people** and it featured over **1,000 exhibitors** and **125 countries**. The PDAC exhibition and trade show offers the opportunity to attend technical sessions, short courses as well as social and networking events.

**PDAC presents with a unique opportunity to develop domestic and international business contacts, gather marketing intelligence, learn about innovation and technologies and get insight on industry trends.**

**Exhibitors include:** Exploration/Mining Companies, Exploration/Mining Equipment & Supplies, Geophysical Services & Equipment, Air Transportation Services, Foreign Governments, etc. For more detailed information on the PDAC Exhibition, please visit:

<http://www.pdac.ca/pdac/conv/index.aspx>

Within this framework and bearing in mind the significance and the opportunities that PDAC offers, the Forum on *Investment and Business Opportunities in Southeastern Europe* will be annexed to PDAC. Participating at the Forum will give you an excellent opportunity to also visit PDAC, gain further visibility and conduct strategic networking.

The Atlantic Council of Canada is in touch with the organizers of the exhibition and **the Business Forum will be listed under affiliated events on the PDAC website.**



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### Welcome Address

- **The Hon. Bill Graham**-Chairman, *The Atlantic Council of Canada, Former Minister of Foreign Affairs*

### Opening Remarks

- **The Hon. Ed Fast (tbc)**-Minister of International Trade, *Department of Foreign Affairs and International Trade*
- **Mr. Scott Herr**-Chairman, *Canadian-Turkish Business Council; Vice-President, Inmet Mining Corporation*
- **Mr. Abdel Badwi**-Chairman, *Canada-Albania Business Council; Vice Chairman, President & CEO, Bankers Petroleum*

### Keynote Address

- **Hon Tuncay Babali**-Ambassador of the Republic of Turkey to Canada
- **Mr. Nurhan Aycan**-Partner, *Gowlings Henderson Lafleur LLP*
- **Mr. Mark Hodgson**-Vice President, *Business Development, Bankers Petroleum*

### Session 1: Canadian Assistance Programs, Public-Private Partnerships

- **Ms. Yvonne Lauzon (tbc)**-Program Manager / *Going Global Innovation Program, Department of Foreign Affairs & International Trade*
- **Mr. Mark Bain (tbc)**-President & CEO, *The Canadian Council of Public Private Partnerships (CCPPP)*
- **Mr. Murat Ozdemir**-Country Advisor – *Canada, The Republic of Turkey Prime Ministry, Investment Support and Promotion Agency*
- **Mr. Vulcan Mutler**-President, *Fenco Engineering Div. (SNC Lavalin)*
- **Mr. Josh Hjartarson (tbc)**-Vice President, *Policy & Government Relations Ontario Chamber of Commerce*

### Concurrent Business-to Business / Government-to-Business Meetings for sectors of Individual Interests

#### Session 2: Energy Exploration/ Development & Renewable Energy – Country Presentations

- Project-based presentations

#### Session 3: Mining and Resources - Country Presentations

- Project-based Presentations

### Concurrent Sessions (Construction & Tourism)

#### Session 4: Construction – Infrastructure -Country Presentations

- Project-based Presentations

#### Session 5: South Eastern Europe as a Tourist Destination

- Project-based presentations

**Closing Remarks:** Mr. Ilker Karatas, *Deputy Director, Turkish Airlines Canada*



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### PARTICIPATING COUNTRIES

- TURKEY
- ALBANIA
- SERBIA
- CROATIA
- MACEDONIA
- BOSNIA & HERZEGOVINA

### KEY INDUSTRIES

- ENERGY EXPLORATION/ DEVELOPMENT & RENEWABLE ENERGY SOURCES
- MINING & RESOURCES
- CONSTRUCTION- INFRASTRUCTURE
- TOURISM

## Benefits to Sponsor

*Investment & Business Opportunities in South Eastern Europe* is a premier entrepreneurial networking event that is expected to host high-level representatives from both public and private organizations from South Eastern Europe and Canada, including Investment Agencies and firms from the region, major Canadian companies and Boards of Trade. The Forum on Investment Opportunities in South Eastern Europe is a great way to showcase and expand your business to the **domestic and the international business community**. The Atlantic Council of Canada is pleased to offer you a unique opportunity to be part of this exceptional Forum.

### WHY BECOMING SPONSOR?

- Explore the current trends and new business opportunities in at least **6 countries** of South Eastern European Countries
- Acquaint yourselves with **specific projects** offered by Southeast European Governments in **4 key industry sectors**
- Engage in dynamic **Government-to-Business & Business-to-Business meetings** with Government and corporate representatives from South Eastern Europe
- Enhance business ties with **over 100 Corporate participants** from Canada and South Eastern Europe and **over 15 Expert Speakers and Moderators**



## Investment & Business Opportunities in South Eastern Europe

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### SPONSORSHIP OPPORTUNITIES

**Title  
Sponsor  
\$5000**

- Recognition as a forum sponsor on the Atlantic Council's website with a link to your company's website
- Invited to participate as a keynote speaker during the opening remarks
- 3-month advertisement of your company on the Atlantic Council's Website
- Exclusive access to B2B meetings of your choice
- Official introduction and recognition in the opening remarks
- Have banners, booth and other promotional materials displayed in the venue
- Prominent logo / banner display materials during the conference and the closing reception
- Admission passes for 3 company representatives
- Special introduction of your company in welcome kits
- Logo recognition and all electronic promotional material
- Full copy of the delegation list

**Platinum  
Sponsor  
\$2000**

- Recognition of your company during the closing remarks
- Invited to participate as a speaker in the panel discussion of your choice
- 1-month advertisement of your company on the Atlantic Council's Website
- Admission pass for 2 company representatives
- Introduction to your company in welcome kits
- Recognition as sponsor for one of the sector panels
- Logo recognition and all electronic promotional material

**Gold  
Sponsor  
\$1000**

- Pre-conference visibility through logo display recognition in the conference brochure and the Atlantic Council Canada's website
- Admission pass for 1 company representative
- Pre-conference visibility through recognition as a coffee break sponsor in the conference brochure and the ACC website
- Logo in conference marketing material
- Logo recognition and all electronic promotional material



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## JOIN A DYNAMIC GROUP OF SPONSORS



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**For further information on sponsorship contact Richard Mabley at  
[richard.mabley@atlantic-council.ca](mailto:richard.mabley@atlantic-council.ca)**