

# UNITED KINGDOM, A KEY POSITION IN THE EUROPEAN UNION

EVALUATE YOUR DEVELOPMENT STRATEGY OF THIS MAJOR EUROPEAN MARKET WITH THE ADVICE OF OUR EXPERTS

March 25, 2015

**8:00 AM REGISTRATION AND BREAKFAST**

**8:25 AM WELCOMING REMARKS**

**Noémie Bond**

Advisor, International Market Development  
Board of Trade of Metropolitan Montreal

**8:30 AM UNITED KINGDOM OR THE FASTEST GROWTH OF THE DEVELOPED COUNTRIES IN 2014**

**8:55 AM QUEBEC COMPANIES DEVELOPMENT IN THE UNITED KINGDOM**

**9:20 AM TAX REPRESENTATION TO FACILITATE BRITISH MARKET ACCESS**

**Mikko Saressalo**

Director, M&A Tax  
KPMG London

**9:45 AM LEGAL AND REGULATORY FRAMEWORK IN THE UNITED KINGDOM**

**Bernard Colas**

Partner, Lawyer  
Colas Moreira Kazandjian Zikovsky

**10:10 AM COFFEE BREAK**

**10:25 AM THE FUTURE OF THE LONDON CONSTRUCTION**

**Jean-Philippe Cliche**

Economist  
Association de la construction du Québec

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**10:50 AM      MARKETING STRATEGY: HOW TO ADAPT YOUR PRODUCTS OR SERVICES TO THE UNITED KINGDOM MARKET**

**11:15 AM      THE INTERNATIONALIZATION OF A QUEBEC BUSINESS IN BRITISH SOIL: WHAT SHOULD BE REMEMBERED?**

**Denis J. Garand**

Professor

Faculty of Business Administration, Université Laval

**11:40 AM      BUSINESS TESTIMONIALS: SUCCEEDING IN UNITED KINGDOM**

**Mario Leblanc**

President and CEO

Gsmprjct

**Tommy Petrogiannis**

President, CEO and Co-founder

Silanis Technology

**Vjeran Hodko**

Director of Strategy and Product, BIM and 3D Services

PROCAD

**12:00 PM      CLOSING REMARKS AND NETWORKING**

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Quebec” initiative:



The team of international trade experts  
from the Board of Trade of Metropolitan Montreal

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