

CANADA-TUNISIA BUSINESS SEMINAR

April 2, 2014

- 7:30 am** **Arrival of participants, coffee and networking**
- 8:10** **Words of welcome**
Guy Jobin
Vice-President, Business Services
Board of Trade of Metropolitan Montreal
- 8:15** **Opening remarks**
Riadh Essid
Ambassador of Tunisia to Canada
- Sébastien Beaulieu**
Ambassador of Canada to Tunisia
- Mustapha Ben Jaafar**
President, Constituent National Assembly, Tunisia
- 8:35** **Strategic vision and business opportunities in Tunisia and the region**
Jim Ragas
President, Second Cup International
- 8:50** **Strategic vision and business opportunities in Tunisia**
Marie-Alexandra Veilleux
Head of the Tunisian Office, European Bank for Reconstruction and Development (EBRD)
- 9:10** **Question period**
- 9:25** **Business opportunities: Agri-food sector in Canada and in Tunisia**
Chiheb Slama
President, Agri-food Federation and Executive Member,
Tunisian Union of Industry, Commerce and Handicrafts (UTICA)
- Noureddine Agrébi**
General Director, Agri-food Sector, Ministry of Industry
- A success story**
Anis Ben Frej
President, General Director, Huilerie Anis
- 10:00** **Coffee break**
- 10:15** **Business opportunities: Information technology and communications sector**
Ken Campbell
President and CEO, Tunisiana
- Naoufel Frikha**
General Director, National Agency for Computer Security (NACS)
- Nejib Abida**
President, General Director, Technopole Sfax
- A success story**
Fakhreddine Karray
President, Vestec

CANADA-TUNISIA SEMINAR

April 2, 2014

- 11:00** **International education in Canada**
Yosr Haffani
Professor, Institut supérieur de biotechnologie de Sidi Thabet
- Chiheb Charchour**
Professor, HEC Montréal
- Ammar Kouki**
President, North American Tunisian Engineers Group (NATEG), École de technologie supérieure (ÉTS)
- Adel Guitouni**
Associate Professor, Peter B. Gustavson School of Business
- 11:30** **Conclusion and closing remarks**
- 11:45** **Launch of the Canada-Tunisia Business Council**
- 12:00 pm** **Business luncheon: Business development between Canada and Tunisia, working together to focus on Africa**
Raymond Chrétien
Former Ambassador
Partner, Strategic Advisor, Fasken Martineau
- 2:00** **Opportunity for individual meetings**

In partnership with:



In collaboration with:



The "Exporting Québec" initiative is produced in cooperation with:



Official airline of the "Exporting Québec" initiative:



**WORLD TRADE CENTRE
MONTRÉAL** 

The international trade experts
from the Board of Trade of Metropolitan Montreal
WTC Montréal receives financial support from Canada Economic Development.