



A comparative analysis of the business opportunities in China and Hong Kong

December 6, 2016

7:30 a.m. Registrations and breakfast

8:00 a.m. Opening remarks
Chamber of Commerce of Metropolitan Montreal

8:05 a.m. Welcoming remarks

Part 1: mainland China

8:10 a.m. Business opportunities in mainland China
Guillaume Mussely-Bédard
International Trade advisor
Asia-Pacific and Oceania Markets Division
Ministère de l'Économie, de l'Innovation et des Exportations

8:35 a.m. The legal framework in China
Associate Director – Montréal Office
Business Law and International Taxation
DS Lawyers

9:00 a.m. Marketing strategy and culture business in China
Dr. Zhan Su
Professor of Business Strategy and International Management
Faculty of Business Administration
Université Laval

9:30 a.m. Coffee Break

Part 2: Hong Kong

10:00 a.m. Hong Kong – your super connector to Asia
Kathy Chan
Director
Hong Kong Economic and Trade Office (Toronto)

10:20 a.m. Windows of opportunity for Montreal companies
Andrew Yui
Director, Canada
Hong Kong Trade Development Council

10:35 a.m. Questions from the audience

Part 3: business testimonials: succeeding in China or Hong Kong

10:50 a.m. First testimonial
Jean-Philippe Desjardins
CEO & co-founder
The Wallrus

11:05 a.m. Second testimonial

11:20 a.m. Upcoming trade mission to Hong Kong and mainland China
Chamber of Commerce of Metropolitan Montreal

11:30 a.m. End of the seminar and networking

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