



**HOTEL BONAVENTURE • MONTREAL • QUEBEC**

**MAY / MAI 2-4, 2022**



*Organized by / Organisé par*

**AREADEVELOPMENT**



## CANADIAN FDI FORUM

Area Development and CAI Global would like to acknowledge our Host Sponsor.

Area Development et CAI Global aimeraient remercier notre commanditaire hôte.



### OPENING — MONDAY, MAY 2

**5:30 pm Registration**  
*Ville-Marie Room - Lobby Level*

**6:00 – Sponsor and Speaker Private Reception**  
*Ville-Marie Room - Lobby Level*

Sponsor:



**7:00 – Welcome Reception and Dinner**  
*Ville-Marie Room - Lobby Level*

Reception Sponsor:



Dinner Sponsor:



### DAY ONE — TUESDAY, MAY 3

**7:15 – Opening Breakfast**  
*Le Bisco Restaurant - Lobby Level*

**8:30 – Opening Remarks**  
*Bonaventure Room - Lobby Level*

**Dennis Shea**  
President & Publisher  
Area Development | The Consultants Forum

**Hubert Bolduc**  
President  
Investissement Québec International

**9:00 – Business Location Opportunities in Canada**  
**9:35 am**  
The session will cover various talking points related to the corporate site selection process including an investor's approach to opening new facilities in Canada, multicriteria modeling and priorities, incentives and support required, and more.

**Speakers:** Krista Robinson, CPA  
Partner, SR&ED and Business Incentives Team  
EY

**Julia Stefanishina**  
Senior Vice President & Associate Partner,  
Infrastructure Advisory  
EY

**9:40 – Supply Chain Mix and Match**

**10:10 am**

With the global logistics network strained like never before (COVID, labor, political strife), companies are re-examining their supply chains. Means are moving from “just-in-time” to “just-in-case” and other strategies for resilience. We will talk about the pressures, strategies, some real-world examples, and implications for direct and in-direct investment attraction.

**Speaker:** Chris Steele

Principal, Economic Development Services  
EBP

**10:15 – Networking Refreshment Break**

**10:35 am**

*Bonaventure Room*

**10:40 – The Great Workplace Reset –**

**11:15 am**

**Discussing from Covid Crack to the Office**

People are re-evaluating their relationship with work and the traditional workplace and now is the moment for employers to take the pulse of their workplace culture. Our speakers will discuss how C-suites will need to continue to be both sensitive to changing demographic trends and provide flexibility in work location to maintain continuity and collegiality. What does this mean for your employers, labor pool, and prospect companies?

**Speakers:** Dr. Wayne Geary

Chief Labor Economist  
Savills

Surabhi Raman

Senior Managing Director  
Savills

**11:20 – DEI: A Key Driver of Economic Development  
and Growth Opportunities**

**11:50 am**

This session will explore examples of how diversity, equity, and inclusion (DEI/EDI) are increasingly important to addressing social progress and commercial and economic growth. Case studies will be presented to showcase where businesses, government agencies, and communities are taking measures to move the dial on DEI/EDI and generate significant economic and social impact.

**Speaker:** Anita Shinde

Partner & Inclusion Leader, Economic Advisory  
Deloitte

**12:00 –**

**1:00 pm**

**Networking Lunch**

*Le Bisco Restaurant*

**Sponsor:**



**1:10 –**

**1:40 pm**

**Mega Site 101: What, Why, Where and How**

What exactly is a Megasite? How can you create one? Should you create one – why and where, or why not? Over the last few years there has been an uptick in mega project announcements, especially in the Mid-west and South East American States. How do sites in Canada stand when compared with Uncle Sam’s? Join us to learn more about the behind-the-scene work and resources needed to have a marketable mega site to compete with our beloved neighbours.

**Speaker:** Gabriel Dion

Managing Director, Global Strategy & Consulting  
Newmark

**1:45 –**

**2:15 pm**

**Site Selector Perspective into Workforce Shortages and Community Response**

This presentation will focus on the current difficulties facing communities of all sizes in assisting investors identify workforce opportunities in their region. CAI will share different community responses to these challenges and how investors expect those communities to answer their concerns

**Speaker:** Alex Monteil

Senior Consultant  
CAI Global

**2:20 –**

**2:50 pm**

**How to Lose a Project in Ten Ways**

The site selection process is not a sprint, it’s a marathon. From site readiness to RFIs to site visits, there are often missteps along the way. Two top U.S. site selectors provide insights to help avoid 10 ways that could cause you to lose your next project opportunity.

**Speakers:** Tess Fay

Principal  
Global Location Strategies (GLS)

Kathy Mussio

Managing Partner  
Atlas Insight LLC

- 3:00 – 3:10 pm**      **Networking Refreshment Break**  
*Bonaventure Room*
- 3:15 – 4:15 pm**      **Roundtable Discussions** (two 30-minute sessions)  
*Bonaventure Room*
- 4:30 – 5:30 pm**      **Cocktail and Networking Reception**  
*Bonaventure Room*  
(All participants invited)

- 6:30 – 8:30 pm**      **Sponsor and Speaker (Private) Reception & Dinner**  
*Vargas Steakhouse*  
690 René-Lévesque Blvd. W (seven-minute walk)

Reception Sponsor:



Dinner Sponsor:



## DAY TWO — WEDNESDAY, MAY 4

- 7:45 – 8:45 am**      **Networking Breakfast**  
*Le Bisco Restaurant - Lobby Level*
- 9:00 – 9:15 am**      **Day-Two Opening Remarks**  
*Bonaventure Room - Lobby Level*
- Marc Beauchamp**  
President & CEO  
CAI Global
- 9:15 – 9:55 am**      **Panel: A Discussion on Evolving Industries and the Challenges and Opportunities for Canada**  
Panelists representing the automotive, life science, and semiconductor industries will field questions from our moderator and discuss Canada as an investment location; Buy America/Buy American; Canada-U.S. relations in general; and other topics related to investment project decisions.

**Moderator:** Marc Beauchamp  
President & CEO  
CAI Global

**Panelists:**  
**Claude Jean**  
Executive Vice President & General Manager  
**Teledyne DALSA**

**Andrew MacIsaac**  
CEO  
**Applied Pharmaceutical Innovation**

**Emmanuelle Toussaint**  
Vice President, Public Affairs  
**Volvo Group Canada**

- 10:00 – 10:20 am**      **Networking-Checkout Break**  
*Bonaventure Room*

- 10:20 – 10:50 am**      **Outbound FDI from Asia to North America – Countries, Sectors and Drivers**  
This session will provide an overview of FDI investment into North America from across Asia. We will provide insights into FDI potential from key countries and sectors. Lastly, we will address site selection requirements and drivers.

**Speaker:** Andrew Clutz  
Head of Economic Development  
**Tractus Asia Ltd.**

- 10:55 – 11:25 am**      **Developing a Strategic Plan for Promoting Your Community to European Business & Industry**  
The session will look at the trends and potential for European FDI inflows into North America. What is your organization's FDI strategy? What are your three top target industries and geographic markets?

**Speaker:** Jim Blair  
Founder and Managing Director  
**Navigator Consulting LLC**

- 11:30 am**      **Closing Remarks**

- 11:45 am – 12:45 pm**      **Closing Lunch**  
*Le Bisco Restaurant*





**JIM BLAIR**  
Founder and Managing Director  
**Navigator Consulting LLC**

Jim Blair is the founder and managing director of Navigator Consulting, a specialized consulting firm providing project management and site selection services to international companies looking to set up or expand manufacturing operations in North America. Jim has extensive experience working with European executives. Navigator has helped locate 25 projects over the past five years announcing 4,200 jobs and \$1.9 billion in capital investment.

During 25 years in site selection for the state of Georgia, Jim worked with over 175 companies whose U.S. subsidiaries currently employ more than 20,000 people. Client companies included global names like Porsche (Germany), UCB (Belgium), Randstad (Netherlands), and Saint Gobain (France), as well as mid-sized companies like Balta (Belgium), Glock (Austria), Hansgrohe (Germany), JCB (UK), and Terna (Denmark).

Prior to founding Navigator Consulting, Jim was executive director of GACC Site Selection at the German American Chamber of Commerce (Atlanta). From 2012-2014 he and his team assisted eight companies to locate production operations in the U.S. announcing capital investment of \$100 million and 800 jobs.

Jim began his career at Georgia Economic Development in 1987 as executive director of the state's European office in Brussels. He also served as chairman of the Council of American States in Europe, the official organization representing 18 full-time U.S. state offices in Europe. He was a regular presenter at prestigious U.S. investment conferences organized, for example, by *Capital* magazine (Germany), KBC Bank (Belgium), the German Chambers of Commerce (Germany), the Paris Chamber of Commerce (France), the Department of Trade & Industry (United Kingdom), and Confindustria (Italy).

Since 2017, Jim has been recognized by Swiss Global Enterprise as a "site selection expert" for Swiss companies in the U.S. He serves on the board of the Belgian-American Chamber of the South (BACoS) and on the board of the Berlin-based Transatlantic Business & Investment Council (TBIC).

Jim has served on the Emory University Advisory Board for German Language Study since 2012, a volunteer role helping to promote the study of German throughout the southeastern U.S. He was also awarded the prestigious "Officer of the National Order of Merit" medal by the French government in 2012 in recognition of his service in promoting French-American business and cultural relations.

Jim has spoken at numerous economic development conferences in his role as a site selection professional, including events organized by Consultant Connect, the Association of Chamber of Commerce Executives (ACCE), Georgia Economic Development Association (GEDA), SiteLink, the Mississippi Economic Development Council (MEDC), the National Rural Economic Development Association (NEDA), the Upstate Alliance, the International Economic Development Council (IEDC), the Florida Rural Economic Development Association, and the Southern Economic Development Council (SEDC).

He received his international MBA degree in 1983 from the University of South Carolina with a specialization in Finance and Marketing. He speaks German and French and is conversational in Dutch as well.

Jim can be contacted by e-mail: **blair@navigatorconsulting.us**