

FDI Canada Forum 2015

September 22 & 23, 2015
Saskatoon, Saskatchewan

The first, and only, foreign direct investment (FDI) specific conference for those involved and interested in Canadian FDI attraction, trends, statistics and policy. It's the forum for Canadian business, government and academia to come together to discuss, debate and shape Canadian FDI policy.

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Conference Overview

In this era of an increasingly globalized world economy, foreign direct investment (FDI) is a significant driving force behind economic growth and the international integration of markets for goods and services.

Yet, FDI is sluggish. Global FDI flows increased by only 4.5% in 2013 and remain 30% below pre 2008 economic crisis levels. Although Canada’s inward FDI stock reached \$693 billion in 2013, Canada is often seen as underperforming in terms of attracting its global share of FDI. This is a significant concern for a country in need of international capital to fully realize its potential, particularly with regards to its abundant natural resources that are expensive to develop.

While recognizing the importance of FDI’s role in economic growth, there are often complex policy and social concerns: the “buying up” of Canadian natural resources by foreign players; the role of state-owned enterprises in FDI; the net benefit and national security test; the development of smart investment legislation; the investment review processes and the role of federal and provincial governments in protecting strategic resources. The goal of this conference is to help shape stronger and smarter Canadian FDI policy by contributing toward a greater understanding of the complexities surrounding international foreign investment and Canada’s position with a rapidly evolving global economy.

Program – Tuesday, September 22

11:00 a.m.	Registration
11:30 a.m. – 1:00 p.m.	Lunch with Keynote Address
WELCOME	Derek Vanstone , Vice President of Corporate Strategy, Industry and Government Affairs, Air Canada
KEYNOTE	William J. Fehrman , President and CEO, MidAmerican Energy Company and President and CEO, MidAmerican Renewables, a division of Berkshire Hathaway Energy Co.
1:00 p.m. – 1:30 p.m.	Break
1:30 p.m. – 2:45 p.m.	Flows and Trends: A Global Perspective This panel will examine global trends in FDI to better understand the opportunities and challenges Canada faces in terms of attracting its “fair share” of foreign investment. This session will consider the impact of China, India and other developing markets on global FDI in terms of understanding the bigger global picture as well as the competition Canada faces in attracting foreign investment. Opening Scene setter: Steven Globerman , Kaiser Professor of International Business and Director of the Center for International Business, Western Washington University (15 minutes)

CHAIR	Clark Grue , President & CEO, Rainmaker Global Business Development
SPEAKERS	Hon. Perrin Beatty , President and Chief Executive, Canadian Chamber of Commerce
	Tony Kay , British Consul General to Alberta, Saskatchewan and Manitoba
2:45 p.m. – 3:45 p.m.	<p>Flows and Trends: FDI in Canada</p> <p>Moving from the global context of investment and capital flows of the previous panel, this session will take a closer look at the current state of FDI in Canada. How well is Canada doing in attracting FDI and are we attracting the right kind? What other countries are our major competitors for foreign investment? Where is foreign investment in Canada coming from? Are there other countries that we should be marketing to? Are there areas of Canada that are receiving significantly more FDI than others? Are some regions of Canada doing better at attracting FDI than others? What industries are well positioned to increase FDI and which sectors of the economy need to “step up their game” in terms of attracting investment from abroad?</p>
CHAIR	André Downs , Chief Economist, Department of Foreign Affairs, Trade and Development, Government of Canada
SPEAKERS	Walid Hejazi , Associate Professor of International Business, Rotman School of Management, University of Toronto
	John Curtis , Executive Fellow, The School of Public Policy, and Founding Chief Economist, Foreign Affairs, Trade and Development Canada, Government of Canada
3:45 p.m. – 4:00 p.m.	Break
4:00 p.m. – 4:45 p.m.	<p>Public Policy</p> <p>Canada’s foreign investment policy framework seeks to maximize the benefits of FDI for Canadians, while preserving other public policy interests. FDI rules provide for the review of significant investments in Canada by non-Canadians in a fast-changing global investment landscape. This panel will discuss how Canada’s investment policy framework is influencing the amount, and type, of FDI into Canada. Does Canadian foreign investment policy require improvement? What are the most significant issues to consider in FDI policy? Are there examples of “FDI policy best practices” that Canada can learn from?</p>
CHAIR	Alex L. Fallon , President and CEO, Saskatoon Regional Economic Development Authority
SPEAKERS	Eugene Beaulieu , Program Director, International Economics, The School of Public Policy, University of Calgary
	Wendy K. Dobson , Professor and Co-Director, Rotman Institute for International Business, University of Toronto, Executive Fellow, The School of Public Policy

4:45 p.m. – 6:00 p.m.	Reception
6:00 p.m. – 7:30 p.m.	Dinner with Keynote Address
WELCOME	Eugene Beaulieu , Professor, Department of Economics, Director, International Economic Policy, The School of Public Policy
KEYNOTE	Dylan Jones , President and CEO, Canada West Foundation

Wednesday, September 23

7:15 a.m. – 8:00 a.m.	Breakfast Buffet
8:00 a.m. – 8:30 a.m.	Morning Keynote Address
WELCOME	Justin Riemer , Assistant Deputy Minister, Economic Development and Innovation Division, Alberta Innovation and Advanced Education, Government of Alberta
KEYNOTE	David Waugh , CEO, North Atlantic Potash
8:30 a.m. – 9:00 a.m.	<p>Public Perception</p> <p>This session will consider the role of Canadian public opinion and social debate on public perceptions of FDI and an examination of the impact public opinion has on current and future FDI trends in Canada. Consider, for example, recent polling data that showed just 10% of Canadians thought Chinese companies taking a majority controlling interest and/or taking over an existing Canadian-owned operation is positive for the economy. If FDI is such an important tool for national economic growth, how can the conversation move from fear or misinformation to evidence-based facts? Do Canadians hold different opinions toward outward FDI as opposed to inward foreign investment? How do we communicate the facts in a clear and understandable fashion?</p>
SPEAKER	Frank L. Graves , President, EKOS
9:00 a.m. – 10:00 a.m.	<p>National Perspectives on Canadian FDI Policy</p> <p>There is clearly a diversity of opinion surrounding FDI in Canada. This session will take a closer look at the pros and cons of increasing “foreign involvement” in Canada in infrastructure building; either by way of FDI or otherwise. For example, when facing strong resistance to foreign bidders for large projects, some Canadian companies, in the past, have set up local plants. What are the benefits and pitfalls of such an approach today? Does the potential for more,</p>

albeit perhaps temporary, local employment adequately offset what might be more efficient global sourcing? With both CETA and the TPP opening the way for potentially more foreign bidders for provincial and municipal projects, discussions on the issue of FDI and foreign procurement could not be timelier.

CHAIR **Eugene Beaulieu**, Professor, Department of Economics, Director, International Economic Policy, The School of Public Policy

SPEAKERS **Martha Hall Findlay**, Executive Fellow, The School of Public Policy
Jia Wang, Deputy Director, China Institute, University of Alberta

10:00 a.m. – 10:30 a.m. **Break**

10:30 a.m. – 11:30 a.m. **Investment Strategies in Action: The Provincial & Municipal Perspectives**
This panel provides insights into the important role of provinces in FDI attraction and development. Provincial leaders guide the policy, the messaging and the marketing efforts of their provinces and respective departments initiate contact with potential new foreign investors. As they respond to enquiries and proactively approach foreign companies, provincial professionals are often at the initial contact stage of interaction with FDI targets. How do they do this? What has worked well? What can the provinces do better? Are there examples of best practices to draw upon?

CHAIR **Alex L. Fallon**, President and CEO, Saskatoon Regional Economic Development Authority

SPEAKERS **Clark Grue**, President and CEO, Rainmaker Global Business Development
Justin Riemer, Assistant Deputy Minister, Economic Development and Innovation Division, Alberta Innovation and Advanced Education, Government of Alberta
Laurie Pushor, Deputy Minister, Ministry of Economy, Government of Saskatchewan

11:30 a.m. – 12:30 p.m. **Buffet Lunch**

12:30 p.m. – 1:15 p.m. **Cities: Their Critical Role in Attracting & Keeping Foreign Investment**
Four members of the Consider Canada City Alliance (CCCA) will discuss the growing importance of cities in national economies, how the CCCA has created a unique collaboration amongst its members as well as with higher levels of government to strengthen Canada's value proposition in the global fight for FDI and give examples of how working with Canada's Department of Foreign Affairs Trade and Development (DFATD) and its Trade Commissioner Service (TCS) is helping to leverage scarce municipal resources to create new investment and jobs.

SPEAKERS

Alex Fallon, President and CEO, Saskatoon Regional Economic Development Authority

Gillian McCormack, Vice President, Business Trade and Development, Calgary Economic Development

Ian McKay, CEO, Vancouver Economic Commission

Michael Stewart, Business Development Executive, Invest Toronto

1:15 p.m. – 1:30 p.m.

Announcement of 2016 Host City

SPEAKER

Jessica Chiasson, Nova Scotia Business Inc.

1:30 p.m. – 1:45 p.m.

Closing remarks