



# 2017 Canada-China E-Commerce Forum and Investment/Business Roundtable



Ontario

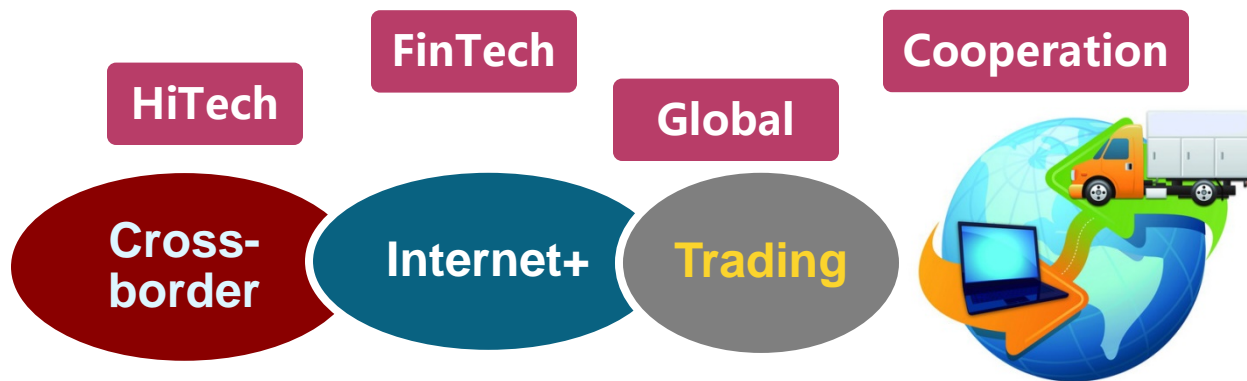


中华人民共和国驻多伦多总领事馆  
CONSULATE-GENERAL OF THE PEOPLE'S REPUBLIC OF CHINA IN TORONTO



# Why Attending Our Forum

- The largest and most prestigious Canada-China E-Commerce Forum
- Directly sponsored by Canadian-Chinese governments' commerce and technology departments
- Promote bilateral e-commerce, business cooperation and interaction, and provide well-rounded consultation/service for enterprises to navigate to global new market
- Privilege participating Chinese enterprises with business matching and partnership with Ontario government promoted projects
- Privilege participating Canadian enterprises with convenience in entering into Chinese market
- Facilitate leading business information/technology sharing and transferring, including Fintech and HiTech on global settlement platform, big data, cloud and so on
- Present projects, products and enterprises intro promo; provide advertisement and showcase booth, partnership establishment, contract sign-off, and award presentation
- Provide connection to free trading zones and industry parks across East American, East Canada, and China, facilitating the enterprises/ products landing into new markets
- Renowned media coverage including People's Daily Online, Xinhua Net, CCTV, China Daily, People's Daily Overseas Edition, Singtao Daily, Ming Daily, and plenty of social media and major websites including Facebook, Twitter, Wechat, etc.



## Background

In response to China's national strategy of "going out" and Canadian federal government's "Asia-Pacific Gateway and Corridor Initiative", the 2017 Canada-China E-Commerce Forum and Investment/Business Roundtable, co-hosted by China International Electronic Commerce Center (CIECC) of the Ministry of Commerce of PRC and Canada China Educational, Scientific And Cultural Association (CCESCA), will be held in Toronto from October 30th to November 1st. The Forum aims to provide an efficient platform for economic and trade cooperation between Canada and China, to promote the development of cross-border e-commerce in Canada and China, and to enhance the level of Canada-China economic and trade cooperation. The Forum has been held successfully twice in Toronto in 2015 and 2016 respectively, supported by the government departments of the two sides, actively participated in by organizations, enterprises, experts and other parties, that have given it a widespread praise.

In 2017, the Forum will strive for further improvement. It will invite government officials, well-known enterprises, universities and other elites from both sides of Canada and China to talk about their future

development. The main agendas include cross-border e-commerce theme forums, sub forums, trade fairs, signing ceremony, product and project matchmaking, boutique exhibition concerning e-commerce and import and export trade of foods, medications, health products, agricultural produce, wine, daily necessities, hotel industry, auto parts and other categories, and trade facilitation warehouse, logistics, payment, customs clearance and other related links.

In addition, the 2017 Forum will also be held at the same time with Canada annual event: Toronto Global Forum (TGF) forming a positive interaction. The Forum guests have the opportunity to participate in the world economic forum, communicating with Canadian and North American mainstream political and commercial elites.

## Organizers

China International Electronic Commerce Centre (CIECC)

Canada- China Educational, Scientific And Cultural  
Association(CCESCA)

### **Honorable Supporter**

The Commerce Ministry of the People's Republic of China

Ontario Ministry of International Trade

The Consulate General of the People's Republic of China in  
Toronto

The City of Markham

China Overseas Development Association

Canada Chinese Alliance of Commerce Association

Zhongguancun Private Equity & Venture Capital Association  
(ZVCA)

**Co-Organizers**

Canadian Federation of Independent Business (CFIB)

Canada-China E-Commerce Alliance (CCEA)

United Chinese Elite Entrepreneurs Association of Canada

China Association of Small and Medium Enterprises The Belt and  
Road Working Committee

Longbond International Group

## **Brief of the previous event**

The first session of the Canada-China Cross-Border E-Commerce Forum was held in Markham, Ontario from July 31 to August 1, 2015. The celebrities present were as follows: Mr. Guanghai Yao, Deputy Director of China Electronics Business Centre and President of the Commercial Services Corporation, Mr. Bing Xue, General Consular of Chinese Consulate General in Toronto, Mr. Michael Chan, Ministry of Immigration and Citizenship and International Trade of Ontario and Mr. Dan Kelly,

CEO of CFIB. They all attended the grand opening ceremony and were present throughout the event among other 100 guests from the political, commercial, cultural circles as well as Chinese business leaders.

The second Canada-China Cross-border E-commerce Forum was successfully held from November 6 to 10, 2016 in Toronto, Canada. This forum invited more than 500 officials from the governments of Canada and China, business elites and academic experts to attend. Compared with the first session, the second one made great progress in its meeting scale, support, attendance, format design, the exchange level, helping enterprises, achievements, transformation and other aspects. Many senior government officials sent letters congratulating on the convening of the Forum. Among them were Canadian Prime Minister Trudeau, Minister of Immigration, Refugees and Citizenship John McCallum, Premier of Ontario Kathleen Wynne, Senator Victor Oh, Deputy Leader of the Government in the House of Commons Arnold Chan, Member of the Canadian Parliament Geng Tan, Shaun Chen, Alice Wong, Bob Saroya, Consulate General of China in Toronto Xue Bing, deputy director of China International Electronic Commerce Center Zhang Daming, Ontario's Minister of Research and Innovation Reza Moridi, Member of the Ontario Provincial Parliament Han Dong, City of Toronto Councillor Chin Lee, City of Markham Councillor Alex Chiu, City of Vaughan Councillor Sandra Yeung Racco.

Important officials of the two governments were invited to the Forum and delivered speeches. Attending the Forum were: Minister of International Trade of Ontario Michael Chan, Consular of Economic Commercial Affairs of Ministry of Commerce of China in Toronto Defeng E, Deputy Director of China International Electronic Commerce Center Daming Zhang, Mayor of Richmond Hill Dave Barrow, Mayor of the city of

Markham Frank Scarpitti, Richmond Hill Councillor Godwin Chan, Member of the Canadian Parliament Shaun Chen, City of Markham Councillor Amanda Yeung Collucci and others.

## The Conference Agenda

### October 30 - 2017 Global Cross-border E-Commerce Forum

9:00 am- 9:30am

#### Registration and Reception

Site: Hilton Toronto/Markham Suites Conference Centre  
Address: 8500 Warden Ave, Markham, ON L6G 1A5

9:30 am- 10:00am

#### Opening Ceremony

10:00am – 11:00am

#### Keynote Presentation

Introduction to the Development of E-commerce in China

-- Researcher, CIECC

Application and Prospect of Artificial Intelligence in E-commerce Field

-- Fellow of the Canadian Academy of Engineering

Internet Economy and Changes in the New Retailing Era

11:00 am- 12:45pm

#### Salon Discussions

- Understanding Belt and Road Initiative -- New Opportunity for the Economic and Trade Cooperation between Canada and China

-- Experts on economic and trade policy of Canada and China



- Financing, Nurturing and Intellectual Property Rights Protection of Technology Transfer

-- The Waterloo Technology Centre, China Law Association on Science & Technology

1:00pm – 2:00pm

## Lunch

2:00pm – 5:00pm

## Group Discussion, Project Docking, Product Roadshow

### Topics

- Introduction to the Development of E-commerce in Canada
- New Retailing Era -- Opportunities and Challenges of Retailing Industry
- Internet Economy and Changes in the New Retailing Era
- Cloud Computing Big Data to Enhance Customer Experience and Promote Online Retailing
- Sharing Economic Models Influence Economy and Life
- Protection of Intellectual Property Rights in Global Cross-border E-commerce Transactions
- Strengthen International Cooperation in Data Privacy Protection to Promote Free Flow of Data

### Product Roadshow

Canada Green Prairie Foods Inc.

### Project Docking

6:30pm – 10:30pm

## Awards Banquet

Government officials, business elites, celebrities from art and



entertainment and education: a shining and splendid gala

- VIP speech-giving
- Agreement-signing ceremony
- Arts performance
- Awards and prizes

**Site:** Hilton Toronto/Markham Suites Conference Centre

**Address:** 8500 Warden Ave, Markham, ON L6G 1A5

## October 31 - Forum Joint Activities

### 2017 Toronto Global Forum

Oct 30 - Nov 1, Toronto

The Toronto Global Forum is an international conference fostering dialogue on national and global issues. It is held under the auspices of the International Economic Forum of the Americas (IEFA). The IEFA organizes annual summits bringing together heads of states, central bank governors, ministers and global economic decision makers. The Forum also offers exclusive opportunities for business meetings aimed at promoting partnerships among major Canadian and international corporations.

#### Speakers:

*Shaukat Aziz*, Former Prime Minister of Pakistan (2004-2007)

*Fahd Al-Rasheed*, Managing Director and Group Chief Executive Officer, King Abdullah Economic City (KAEC)

*Zaré Baghdasarian*, Co-Founder and Chief Executive Officer, Avata Intelligence

*Joe Bernik*, Chief Technical Strategist, Financial Services, McAfee

*Jens Bjorn Andersen*, Chief Executive Officer of DSV A/S

*Payam Banazadeh*, Co-Founder and Chief Executive Officer, Capella Space

*Dominic Barton*, Global Managing Director, McKinsey & Company

*Laurence Batlle*, Chief Executive Officer, RATP Dev

*Perrin Beatty*, President and Chief Executive Officer, The Canadian Chamber of Commerce

*Jonathan Budd*, Founder and Chief Executive Officer, Power

*Jean-Louis Chaussade*, Chief Executive Officer, SUEZ

*James Crawford*, Founder and Chief Executive Officer, Orbital Insight

*Craig D'Souza*, Head of Global Security Investigations, Facebook

*Sandeep Dadlani*, President and Head of Americas of Infosys

*Alexandre de Juniac*, Director General and Chief Executive Officer, International Air Transport Association (IATA)

And many other heavyweight speakers.

## **November 1 - Meeting with Canadian government officials and businessmen**

### **Ontario Ministry of International Trade - OMIT**

- Export Services Branch
- Marketing and Missions Division
- International Trade Policy Division

### **Ontario Ministry of Research, Innovation & Science**

- Research Talent & International Collaborations Unit

### **City of Markham**

- City of Markham Economic Development Commission
- City of Markham Council

### **Ontario Enterprises**

Ontario is Canada's largest economic system and its mainstay economies are high technology, agriculture, manufacturing, energy and mining. The zone along Highway 401 from Toronto to Waterloo has become the world's second largest innovative belt of science and technology next to the Silicon Valley in the United States. The Ontario's international import and export business focuses on automotive components, precious metals and minerals, machinery, electrical machinery and plastics.

## **Participants**

Canadian federal parliamentarians

Officials of Canadian federal, provincial and municipal governments

Representative of Toronto Consulate General of China

Functional ministers of Ontario government

CIECC representatives

Representatives from Famous Chinese and international business

## **Businesses from China**

Panjin Municipal Delegation and its related enterprises

China Council for International Investment Promotion

China Fisheries Association

Alibaba Group

Ali yun

JD Group

Alipay

Gopay

Inspur Group

Founder Group

100iec.com

CLHOO.com

## **Businesses from Canada**

### **Online retail supermarket category**

Polar Bear Canada Corp.

Onfresh.ca

### **E-commerce training services**

Noah Digital Inc.

Golden Vision Training Inc.

### **Enterprise Consulting**

Bullet Proof Your Business Now

### **E-commerce WeChat payment category**

MoneyA2A ( 1MinPay)

OTT Financial

### **Law**

Olympia and York Canary Wharf Limited

Jones & Co. Law Office

**Tax**

H. Howard Shen Professional Corporation  
Kenny Wan Chartered Accountant Professional Corporation

**Storage**

EDA Canada  
ITCD Canada

**Logistics**

Apex Logistics

**Customs**

Genghis Khan Logistics Inc.

**Food producing direct selling category**

Ontario fifth largest health care plant in Canada  
Ontario American Ginseng Farm  
Ontario Royal Bee Farm  
Flax seed farm processing plant of SA

**Retail - clothing category**

Titika Active Couture

**Retail - beauty category**

Perfect Skin Canada Corp.

**Retail - Electronic and electrical equipment**

Holdsen International Trade LTD  
Controlled Comfort Air  
Life Hearing Solutions

**Retail - packaging printing supplies**

DY Printing Box  
ITCD Canada Ink & Toner Cartridge Depot  
Beneco Packaging / Soopak

### **Retail - furniture**

DZDY Furniture  
Office Chairs Canada

### **Education**

Victoria International College of Business and Technology  
Global Educatin

### **Communication / equipment category**

ITalkBB  
Teldisco Inc.

### **Banking**

Business Development Bank of Canada (BDC)  
TD Bank

### **Property category**

Master's Choice Realty Inc.  
WM Asset Management  
Vickie Cooper Associates  
JDL Group  
Living M-City Team

### **Insurance**

Shenglin Financial Group Inc.  
U-Trust Consulting & Services Ltd  
AI Guarantee Inc.  
AI Surety Bonding

### **Tourist class**

PE Travel  
NGH Tour

# The Registration Sheet

	Tickets / Ads	Regular	Before Oct. 10	Before Sept. 18
	Daytime conference VIP	\$160	\$140	\$120
	Daytime conference regular	\$120	\$100	\$80
	Daytime conference (lunch excluded)	\$58	\$58	\$58
	Closing dinner VIP	\$160	\$140	\$120
	Closing dinner regular	\$120	\$100	\$80
	Daytime conference + Closing dinner VIP	\$280	\$280	\$240
	Daytime conference + Closing dinner regular	\$200	\$200	\$160

**Daytime Conference ticket:** Including pass, conference materials folder, lunch buffet , and morning & afternoon teas

**Closing Dinner ticket:** Including closing grand dinner, award presentation, and performance

**Daytime Conference + Grand Closing Dinner ticket:**

**VIP:** Including pass, conference materials folder, lunch buffet, morning and afternoon deluxe teas, and VIP table at the Grand Closing Dinner



**Regular:** Including pass, conference materials folder, lunch buffet, morning and afternoon deluxe teas, and regular table at the Grand Closing Dinner

**Signing Contract Ceremony at Grand Closing Dinner:**  
**\$1500.00**

**Project demonstration: \$1500**

- Projecting facility provided
- Language service available on the spot
- English and Chinese versions required

**Ads on the conference program: Full page \$1000 , Half page \$600 , Quarter page \$300**

The size of the full page: 8.5"x 11"

The size of half page: 8.5"x 5.5"

The size of quarter page: 4.25"x 5.5"

**Exhibit booth and information table: \$800.00 per item**

**Ads on lighting mat: \$800 per mat**