

4Front Atlantic Conference

McInnes Cooper/BMO Emerging Leaders Series

As one of Atlantic Canada's Emerging Leaders, we invite you to apply to participate in the 4Front Atlantic Conference, taking place in Halifax on Friday, May 25, 2012. There is also a pre-conference reception Thursday, May 24th, 2012.

The conference joins Canadian business and thought leaders in a critical discussion on how Atlantic Canadians can succeed in a challenging global economy. The conference is held in three annual instalments. Last year's conference focused on the question of **'why'**, and looked at the risks and opportunities Atlantic Canada is facing as a result of transformational global changes in our economy. This year, we will look at **'what'** needs to be done in order to leverage our competitive advantages, develop new markets, and enhance the value of the products and services that companies in Atlantic Canada sell abroad. The final conference in May of next year will look at **'how'** this can be accomplished.

The conference committee has set aside 20 seats specifically for emerging leaders in Atlantic Canada who are aspiring to, or are engaged in doing business globally. Last year's panel discussions highlighted a need to engage a younger voice in the conference and we warmly invite you to submit a conference application letter to: info@4frontatlantic.com. The letter should address three topics:

1. Why you would like to attend the conference.
2. What you would contribute to the discussion.
3. What you would hope to gain from the conference.

Attached you will find a draft agenda, detailing speakers and event topics. A panel of business leaders, including Laura Charlton, Vice President, Nova Scotia District, Bank of Montreal; Andrew Cochran, Managing Director of CBC Maritimes; Sara Ehrhardt, Executive Director of 21inc; and Permjot Valia, CEO of MentorCamp and Chair of InvestAtlantic, will be reviewing the submissions and selecting the delegates. Please feel free to include your CV, or link to your LinkedIn profile.

Please note that while there is no conference registration fee, delegates will be responsible for organizing their own travel and accommodations. Chosen conference participants will receive a formal conference invitation and registration package.

Applications are due by May 4th, 2012.

Respectfully,

Steve Murphy, Regional VP
BMO

Bernie Miller, Managing Partner
McInnes Cooper

PROGRAM

Thursday, May 24, 2012

Reception

McInnes Cooper Offices
Purdy's Wharf Tower II
1300-1969 Upper Water St., Halifax
4:30 – 6:00pm

Friday, May 25, 2012

World Trade Convention Centre
1800 Argyle St., Halifax
7:45am – 5:00pm

Opening Remarks

Conference Chair: John Bragg, President and Co-CEO, Oxford Frozen Foods Limited

Opening Video Message

His Excellency the Right Honourable David Johnston, Governor General of Canada

Keynote Presentation

Elyse Allan, President and CEO, GE Canada

Panel: “The Drivers of Change”

Moderator: Peter Mansbridge, Chief Correspondent, CBC News and Anchor of The National

Talent: Mike Ashar, President, Irving Oil Ltd.

Jim Carr, President and CEO, Business Council of Manitoba

Innovation & Productivity: John Bragg, Chairman, President & Co-CEO, Oxford Frozen Foods
Bill Currie, Vice-Chair and Americas Managing Director, Deloitte

Going Global: Marie-Lucie Morin, Executive Director for Canada, Ireland and the Caribbean,
World Bank

John Risley, Director and Co-Founder, Clearwater

Access to Capital: Iain Klugman, President and CEO, Communitech

Gerry Pond, Chairman, Mariner Partners Inc.

Breakout Sessions

Topics: Talent, Innovation, Going Global and Access to Capital

Luncheon Address

Mike Lazaridis, Co-Founder and Vice-Chair, RIM Board of Directors

Panel: Debrief from Breakout Sessions

Moderator: Peter Mansbridge, Chief Correspondent, CBC News and Anchor of The National

- Mike Ashar, President, Irving Oil Ltd.
- John Bragg, Chairman, President & Co-CEO, Oxford Frozen Foods
- Jim Carr, President and CEO, Business Council of Manitoba
- Bill Currie, Vice-Chair and Americas Managing Director, Deloitte
- Iain Klugman, President and CEO, Communitech
- Marie-Lucie Morin, Executive Director for Canada, Ireland and the Caribbean, World Bank
- Gerry Pond, Chairman, Mariner Partners Inc.
- John Risley, Director and Co-Founder, Clearwater

Panel: "Young Leaders"

Moderator: Jane Taber, Senior Political Writer, Globe & Mail

What We Learned and Next Steps

Moderator: Ed Greenspon, Vice-President, Torstar/Toronto Star

- John Bragg, John Bragg, President and Co-CEO, Oxford Frozen Foods Limited
- The Honourable, Kevin Lynch, Vice-Chair, BMO Financial Group
- John Risley, Director and Co-Founder, Clearwater

Closing Remarks

Conference Chair: John Bragg, President and Co-CEO, Oxford Frozen Foods Limited