



The Atlantic Council of Canada • Le Conseil Atlantique du Canada

INVESTMENT & BUSINESS OPPORTUNITIES IN SOUTH EASTERN EUROPE Friday, March 1st 2013 • Toronto, Ontario

A FEW WORDS ABOUT THE ATLANTIC COUNCIL OF CANADA

The Atlantic Council of Canada (ACC) is a NATO affiliated, Non-Governmental Organization with a mandate to promote the critical importance of peace and security. Most critically fostering the transatlantic economic relationships among Canada, the United States and the European nations. These relationships create stability and prosperity and discourage conflict. To realize its vision the ACC organizes and promotes alone or in cooperation with Foreign Delegations to Canada, Trade Boards and Business Councils, Conferences, Business Forums and Summits. Most recently, the ACC was the proud co-organizer, along with the Canada – Albania Business Council, of a Trade Mission to Albania. Also, the Atlantic Council co-hosted with the Canadian – Turkish Business Council (CTBC) the 10th CTBC-DEIK Joint Annual Business Conference, which brought together trade and business representatives from both sides of the Atlantic.

WHEN, WHERE, WHICH COUNTRIES

Within the above framework, the Atlantic Council of Canada is organizing a Forum, titled: *Business and Investment Opportunities in South Eastern Europe*. The Forum, which will be a one, whole day event, will be held on Friday, March 1st 2013 in Toronto, Ontario. Ten countries of South Eastern Europe have expressed interest in participating: Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Georgia, Macedonia, Romania, Serbia, Slovenia, Turkey.

FOREIGN PARTICIPATION AND SECTORS

On the occasion of the Forum, senior representatives from both public and private organizations in the region will be invited to highlight trade and investment potential by indentifying specific projects opportunities. The presentations will focus on the following sectors: Energy Efficiency and Renewable Energy Sources, Mining and Resources, Construction – Infrastructure and Tourism. Presentations will also be delivered on Public-Private Partnerships (PPP), followed by testimonials of Canadian companies that invest in the region.

The main goal of the event is to promote the region as a platform of investment for Canadian businesses. The Forum will give a unique opportunity to the representatives from the participating countries to present on specific / existing projects they currently have on the aforementioned sectors. Also after the presentations, they will have the opportunity to conduct



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Business-to-Business and Government-to-Business meetings with Canadian businesses that would like to get further information about the projects.

Leading Canadian companies that would like to expand their activities abroad will be invited to participate and discuss further potential business opportunities in detail. The Forum will also feature success stories of Canadian businesses that are already thriving in the region.

Please also note that this initiative is being planned in consultation with the Department of Foreign Affairs and International Trade (DFAIT) and Export Development Canada (EDC).

WHAT IS THE PDAC AND WHY IT IS IMPORTANT

The date of the event was carefully chosen to take place only two days before the Prospectors and Developers Association of Canada (PDAC) Exhibition. This year, PDAC will be held from March 3-6, 2013 in Toronto (Metro Toronto Convention Centre).

The PDAC exhibition represents the mineral exploration and development industry, which attracts exhibitors and attendees from all over the world. In short, PDAC is where the world's mineral industry meets. Last year it was attended by over 30,000 people and it featured over 1,000 exhibitors and 125 countries. The PDAC exhibition and trade show, offers the opportunity to attend technical sessions, short courses as well as social and networking events.

PDAC presents with a unique opportunity to develop domestic and international business contacts, gather marketing intelligence, learn about innovation and technologies and get insight on industry trends.

Exhibitors include: Exploration/Mining Companies, Exploration/Mining Equipment & Supplies, Geophysical Services & Equipment, Air Transportation Services, Foreign Governments, etc. For more detailed information on the PDAC Exhibition, please visit: <http://www.pdac.ca/pdac/conv/index.aspx>

Within this framework and bearing in mind the significance and the opportunities that PDAC offers, the Forum on *Investment and Business Opportunities in Southeastern Europe* will be annexed to PDAC. Participating at the Forum will give you an excellent opportunity to also visit PDAC, gain further visibility and conduct strategic networking. Also, since most of the countries from the region were not able to participate at the exhibition last year, by participating at the Forum you will have the opportunity to introduce yourselves and your country to a wide network of professionals and other Foreign Governments.

Please note that the Atlantic Council of Canada is in touch with the organizers of the exhibition and the Business Forum will be listed under affiliated events on the PDAC website.