



CANADIAN GLOBAL AFFAIRS INSTITUTE  
INSTITUT CANADIEN DES AFFAIRES MONDIALES

# Navigating Canada's Interests Through Resurging Protectionism

*2023 CGAI Conference on International Trade*





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| <b>08:15-09:00</b>   | <b>Registration and Breakfast – sponsored by UPS</b>   |
| <b>09:00-09:15</b>   | <b>Welcoming Remarks</b>   |
| <b>09:15 - 09:45</b> | <b>Keynote: “After NAFTA: Leading Canadian Trade Policy Through Protectionist Times”</b> <ul style="list-style-type: none"> <li>• Steve Verheul, GT&amp;Co</li> </ul>  |
| <b>09:50 - 10:50</b> | <b>Resurging Industrial Policy and Friendshoring</b><br><i>Moderator: Dr. Meredith Lilly, Carleton University</i> <ul style="list-style-type: none"> <li>• Mark Warner, MAAW Law/ Pilot Law LLP</li> <li>• Robert Asselin, Business Council of Canada</li> <li>• Dr. Mary Lovely, Peterson Institute of International Economics</li> </ul> |
| <b>10:50 - 11:20</b> | <b>Break – sponsored by Amazon</b>   |
| <b>11:20-12:20</b>   | <b>Doing Trade in the Indo-Pacific</b><br><i>Moderator: Trevor Kennedy, Business Council of Canada</i> <ul style="list-style-type: none"> <li>• Nadir Patel, Norton Rose Fulbright</li> <li>• Jonathan Berkshire-Miller, Macdonald-Laurier Institute</li> <li>• Vina Nadjibulla, University of British Columbia</li> </ul>                 |
| <b>12:20-13:15</b>   | <b>Networking Lunch</b>  |
| <b>13:20-14:20</b>   | <b>Critical Minerals and Battery Supply Chain</b><br><i>Moderator: Brian Kingston, Canadian Vehicle Manufacturers’ Association</i> <ul style="list-style-type: none"> <li>• Photinie Koutsavlis, Mining Association of Canada</li> <li>• Jean-Christophe Lambert, Lithion</li> <li>• Brendan Marshall, Rio Tinto</li> </ul>                |
| <b>14:25 - 14:55</b> | <b>Info-Primer on International Trade</b> <ul style="list-style-type: none"> <li>• Dr. Marie-France Paquet, Global Affairs Canada</li> </ul>   |
| <b>14:55 - 15:25</b> | <b>Break – sponsored by Enbridge</b>   |
| <b>15:25 - 16:25</b> | <b>Industry Perspectives on Digital Trade</b><br><i>Moderator: Adriana Vega, Scotiabank</i> <ul style="list-style-type: none"> <li>• Anna Barrera, UPS Canada</li> <li>• Dr. Patrick Leblond, University of Ottawa</li> <li>• Jeanette Patell, YouTube</li> </ul>  |
| <b>16:30 - 17:00</b> | <b>Reflections on the Day</b><br><i>Moderator: Dr. Meredith Lilly, Carleton University</i> <ul style="list-style-type: none"> <li>• Sara Wilshaw, Global Affairs Canada</li> <li>• Dr. Stephen Tapp, Canadian Chamber of Commerce</li> </ul>   |
| <b>17:00</b>         | <b>Reception</b>   |

## *About the Canadian Global Affairs Institute*

**The Canadian Global Affairs Institute** is Canada's most credible source of expertise on global affairs. The work of our researchers, fellows and advisors sparks impassioned nation-wide discussions and debates that are designed to help Canadians better understand their role on the world stage. Established in August 2001 and based in Calgary and Ottawa, the Canadian Global Affairs Institute is a registered charity, which comments repeatedly in the media and publishes extensively on defence, diplomacy, trade, resources, and development.

### *Event Masters of Ceremony*

**Dr. David Perry** is the President of the Canadian Global Affairs Institute. He is the host of the weekly Defence Deconstructed Podcast and author of multiple publications related to defence budgeting, transformation and procurement. He is also a columnist for the Canadian Naval Review. He received his PhD in political science from Carleton University where his dissertation examined the link between defence budgeting and defence procurement. He is an adjunct professor at the Centre for Military and Strategic Studies at the University of Calgary and a research fellow of the Centre for the Study of Security and Development at Dalhousie University. He was previously the Senior Security and Defence Analyst of the Conference of Defence Associations Institute and Deputy Director of Dalhousie University's Centre for Foreign Policy Studies. Embassy Magazine and The Hill Times have named him one of the "Top 100 Influencing Canadian Foreign Policy."

**Sarah Goldfeder** is a government relations and strategic policy professional with experience in both government and the private sector. She provides high-level insight on the strategies of engagement with both the U.S. and Canadian governments, including how the two countries work together on important issues. She joined the public policy team at General Motors Canada in 2021. For almost two decades, she has worked on issues pertaining to the North American trilateral relationship. Her focus has been developing a strategic vision for how North America is a critical component of foreign and economic policy for all three governments. For five years, Sarah was a Principal at the Earncliffe Strategy Group in Ottawa. Sarah also served as Special Assistant to two U.S. Ambassadors to Canada, fostering bilateral relationships at the most senior levels.

### *Morning Keynote*

**Steve Verheul** held a number of senior level positions in the federal government, including Assistant Deputy Minister of the Trade Policy and Negotiations Branch at Global Affairs Canada. As Canada's Chief Trade Negotiator, he led the negotiations that resulted in the Canada-US-Mexico Trade Agreement (the new NAFTA), and before that led the negotiations between Canada and the European Union that led to the Comprehensive Economic and Trade Agreement. From 1989 to 2009, he worked in international trade policy at Agriculture and Agri-Food Canada and was Canada's Chief Agriculture Negotiator from 2003 to 2009. Steve is currently a Principal with GT and Company Executive Advisors, as well as President of Steve Verheul Consulting Inc.

## ***Resurging Industrial Policy and Friendshoring***

**Mark Warner** is a Canadian / U.S. lawyer who has practiced trade, investment and competition law in leading law firms in Toronto, New York, Washington, D.C and Brussels and as counsel to the OECD in Paris. He was Legal Director of the Ontario Ministries of Economic Development & Trade, Research & Innovation and Consumer Services. He led Ontario's legal team for trade negotiations, advised on trade and investment disputes and led the Ontario's legal team for the insolvency / restructuring of General Motors and Chrysler. Mark has provided competition and trade advice to senior government officials and international institutions in Africa, Central Asia, Southeast Asia, South America and Central & Eastern Europe. He is an elected Fellow of the American Bar Foundation.

**Robert Asselin** is the Senior Vice President, Policy at the Business Council of Canada. He leads the policy team and the Council's work on economic and fiscal policy. Robert brings more than 10 years of experience in providing policy advice to government, including in roles as Policy and Budget Director to Canada's Finance Minister and as Advisor to Prime Ministers Paul Martin and Justin Trudeau. Prior to joining the Council, he spent two years at BlackBerry as Senior Global Director, Public Policy. Robert also spent nearly a decade in academia at the University of Ottawa and the Woodrow Wilson International Center for Scholars in Washington, D.C. He continues to serve as a Fellow at the University of Toronto's Munk School of Global Affairs and Public Policy and at the Public Policy Forum.

**Dr. Mary Lovely** is the Anthony M. Solomon Senior Fellow at the Peterson Institute. She served as the 2022 Carnegie Chair in U.S.-China Relations with the Kluge Center at the Library of Congress. Lovely is professor emeritus of economics at Syracuse University's Maxwell School of Citizenship and Public Affairs, where she was Melvin A. Eggers Economics Faculty Scholar from 2010 to April 2022. She was coeditor of the China Economic Review during 2011–15. Her current research projects investigate the effect of China's foreign direct investment policies on trade flows and entry mode, strategic reform of US tariffs on China, and recent movements in global supply chains. Lovely earned her PhD in economics at the University of Michigan, Ann Arbor and a master's degree in city and regional planning from Harvard University.

### ***Moderator:***

**Dr. Meredith Lilly** is an Associate Professor at Carleton University's Norman Paterson School of International Affairs where she holds the Simon Reisman Chair in International Economic Policy. Dr. Lilly is a national award-winning researcher with extensive experience in public policy development and executive branch decision making. She previously served as Foreign Affairs and International Trade Advisor to Canadian Prime Minister Stephen Harper, and oversaw within the Prime Minister's Office Canada's free-trade negotiations with the European Union, South Korea, and the Trans-Pacific Partnership among other files. Dr. Lilly's current research is focused on North American trade relations, Canada's trade diversification strategy, and economic sanctions. She is a member of the Deputy Minister's Advisory Committee on International Trade, an Advisory Board member of the Canadian Global Affairs Institute, and a Canadian delegate to the North American Forum.

## ***Doing Trade in the Indo-Pacific***

**Nadir Patel** is a senior strategic advisor at Norton Rose Fulbright. He provides strategic advice on regulatory affairs, global government relations, ESG-related matters, and doing business in international markets. Prior to joining Norton Rose, Nadir held a series of high-level government positions over a distinguished career in Canada's public service. Most recently, he served as Canada's high commissioner for the Republic of India, where he oversaw Canada's largest embassy abroad with eight offices across the country. Nadir also served as assistant deputy minister and chief financial officer for Canada's Department of Foreign Affairs, Trade and Development, and was Consul General to Shanghai from 2009 to 2011. Nadir is managing director at Fairfax Consulting, strategic advisor to the president of Huron University, and on the boards of Canadian Tire Corporation and Jumpstart Charities.

**Jonathan Berkshire-Miller** is an international affairs professional with expertise on security, defense and geo-economic issues in the Indo-Pacific. He has held a variety of positions in the private and public sector. Currently, he is a senior fellow with the Japan Institute of International Affairs. Miller is also senior fellow and director of the Foreign Affairs, National Defence and National Security program at the Macdonald Laurier Institute, Senior Fellow on East Asia for the Asian Forum Japan and the Director and co-founder of the Council on International Policy. He also holds appointments as Canada's ASEAN Regional Forum Expert and Eminent Person (EEP) and as a Responsible Leader for the BMW Foundation.

**Vina Nadjibulla** is an Adjunct Professor at the School of Public Policy and Global Affairs at the University of British Columbia and a fellow at the Canadian Global Affairs Institute. Vina has over 20 years of professional experience in diplomacy, advocacy, policy making, and political risk analysis working with the United Nations and various non-profit organizations. Vina's current research focuses on arbitrary detention in state-to-state relations, Canada-China bilateral relations and exploring Canadian policy options in the Indo-Pacific in the context of growing U.S.-China geopolitical competition. Vina is fluent in English, Russian and Farsi and speaks intermediate Mandarin Chinese. Born in the Soviet Union, raised in Afghanistan, and educated in the U.S., Vina has also worked and lived in Kenya, Tajikistan, and China.

### ***Moderator:***

**Trevor Kennedy** is the Vice President - Trade and International Policy of the Business Council of Canada. He leads the council's work on Canada's international trade and investment ties. He advises and executes the council's trade policy initiatives, liaising with Canadian policymakers, foreign officials and international business networks representing key partners, primarily in North America, the Indo-Pacific and Europe. Prior to joining the council in 2016, Trevor was a Trade Policy Officer at Global Affairs Canada. He also worked with the Asia Pacific Foundation of Canada as a Junior Research Fellow focused on trade policy. He has lived and worked in Japan and speaks Japanese. Trevor is a fellow with the Canadian Global Affairs Institute.

## ***Critical Minerals and Battery Supply Chain***

**Photinie Koutsavlis** is the Vice President, Economic Affairs & Climate Change at the Mining Association of Canada. She works to advance the mining industry's understanding of key economic issues, and she is responsible for guiding MAC and its members in supporting an orderly transition toward a lower carbon future, and to being constructive partners in the fight against climate change. Photinie previously served as Natural Resources Canada's (NRCan) Director General, Policy and Economic Branch for the Lands and Minerals Sector. In her most recent role with NRCan, Photinie played a vital role in the development and implementation of the Canadian Minerals and Metals Plan and steered the efforts of the department's Critical Minerals Task Force to establish Canada as the preferred global supplier of critical minerals, products and technologies that are essential to building a net-zero economy.

**Jean-Christophe Lambert** is the Director Growth and Business Development at Lithion. Prior to joining Lithion in December 2019, he was an Advisor for international market development for the Chamber of Commerce of Metropolitan Montreal where he led multiple international delegations, consulting mandates and export projects. In his role at Lithion, he oversees key account management, international development, and strategic partnerships. In the past three years, he has given talks on battery recycling and critical materials in numerous conferences in North America, Europe and Asia.

**Brendan Marshall** is Principal Advisor External Affairs Canada at Rio Tinto. Bringing more than 15 years of public and private sector experience to the role, Brendan leads federal government engagement providing advice to the business on government affairs, regulatory issues, and policy, including in the climate change, energy, critical minerals, tax, trade and fiscal spaces. Brendan also currently serves as a Director on the Board of the Canadian Manufacturers and Exporters and is a founding member of Canada's Battery Task Force. Prior to joining Rio Tinto, Brendan served as Vice President Economic Affairs and Climate Change at the Mining Association of Canada where he led the industry's critical minerals engagement federally in support of Canada's first Critical Minerals Strategy. Brendan also led engagement in the climate change, energy, tax, trade, infrastructure, and transportation areas in addition to the association's work in mining policy and regulation in Canada's North. Previously, Brendan held several federal government appointments.

### ***Moderator:***

**Brian Kingston** is President and Chief Executive Officer of the Canadian Vehicle Manufacturers' Association (CVMA). Prior to joining CVMA, Brian was Vice President of Policy, Fiscal and International, at the Business Council of Canada where he led the Council's economic policy priorities and global engagement. From 2009 to 2013, he served in the federal government with positions at the Department of Finance, Global Affairs Canada, Innovation, Science and Economic Development Canada, the Treasury Board Secretariat, and the Privy Council Office. Brian is active in the non-profit sector including as past president of the Ottawa Economics association and as a current board member of the Banff Forum.



## *Info-Primer on International Trade*

**Dr. Marie-France Paquet** is the Chief Economist at Global Affairs Canada since September 2017. She leads a team of analysts in reporting and advising on international trade, investment and economic issues. Current economic research and analysis projects include the impact of trade agreements on labor and gender, the determinants of export for SMEs, the impact of the Trade Commissioner Services on Canadian exporters' performance, or the impact of foreign direct investment on the economy, the vulnerability of Canadian supply chains, and the impact of COVID19 on trade. Mme Paquet has previously worked in other government departments and in academia. In government, she worked at Finance Canada, at the Privy Council Office, and at Transport Canada. She teaches part-time at the Telfer School of Management at the University of Ottawa.

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## ***Industry Perspectives on Digital Trade***

**Anna Barrera** is the director of Public Affairs for UPS Canada. She works on federal and provincial files including logistics and trade issues, transportation and infrastructure, and sustainability matters. In the last past, she worked in various consulting roles and for the Forest Products Association of Canada, focusing on supply chain and competitiveness issues. Anna has a bachelor's degree from the Tecnológico de Monterrey and a master's degree in International Trade from the University of Saskatchewan. Anna is a champion for mental health and diversity and inclusion in the workplace.

**Dr. Patrick Leblond** is CN – Paul M. Tellier Chair on Business and Public Policy and Associate Professor in the Graduate School of Public and International Affairs at the University of Ottawa. He is also Senior Fellow at the Centre for International Governance Innovation (CIGI), Research Fellow at CIRANO and Affiliated Professor of International Business at HEC Montréal. Dr. Leblond is an expert on economic governance and policy with a particular focus on Canada, North America, Europe and, increasingly, China. He has published extensively on financial and monetary integration, banking regulation, international trade and business-government relations. Before embarking on his academic career, he worked in accounting and auditing for Ernst & Young as well as in corporate finance and strategy consulting for Arthur Andersen & Co. and SECOR Consulting.

**Jeanette Patell** is the Head of Government Affairs & Public Policy for YouTube in Canada. In this role, she leads YouTube's engagement with Canadian governments on policy issues impacting YouTube's creator and user communities. Jeanette began her career as a diplomat with Global Affairs Canada focused on international trade policy, with postings to Washington D.C. and the European Union. Prior to joining YouTube, Jeanette led government affairs for GE Canada. She is bilingual (English & French) and is a graduate of Mount Allison University with a B.A. (Hons.) in International Relations.

### ***Moderator:***

**Adriana Vega** is an international affairs and business professional with expertise in government and stakeholder relations, policy advocacy and strategic communications. She is currently the Director of International Banking Communications at Scotiabank, following a four-year trajectory leading the Bank's Government Affairs strategy in the Americas. Throughout her career spanning fifteen years in international affairs, Adriana has held various roles in the public and private sectors. These include Director of International Policy at the Canadian Chamber of Commerce where Adriana focused on business advocacy in the context of Canada's international trade agreements, including the Canada-United States-Mexico Agreement. Internationally, Adriana has worked in London, U.K., where she led the policy and advocacy department at the UK-India Business Council, and previously worked for the Government of Canada at the Canadian Embassies in Beijing and in Mexico City.



## ***Reflections on the Day***

**Sara Wilshaw** is Canada's Chief Trade Commissioner and the Assistant Deputy Minister, International Business Development. A senior government executive with 28 years of public service, she leads a global team that helps Canadian businesses explore international markets, find new customers and partners, problem solve and promote growth through exports. Sara also leads work across global trade support services including export finance, foreign investment, recruitment of international students, and responsible business conduct. Prior to this, Sara served as Director of Operations, Foreign and Defence Policy at the Privy Council Office. Sara's experience in Canada-U.S. relations also includes her role as Director General for North America at Global Affairs Canada during the renegotiation of NAFTA, and as Canada's Consul General in Dallas. She has also served as Minister Commercial at the High Commission of Canada in India, at Canada's Permanent Mission to the World Trade Organization in Geneva, and at the Embassy of Canada in Japan.

**Dr. Stephen Tapp** is the Chief Economist at the Canadian Chamber of Commerce. In this role, he is a key member of the Chamber's executive leadership team, responsible for the operations of the Business Data Lab, as well as economic analysis and research. His focus is on developing the Chamber's data and analytics capabilities to provide real-time, forward-looking insights for Canadian businesses of all sizes, in all sectors and regions of the country. Stephen brings over 20 years of diverse experiences at many of Canada's top economic organizations including at: Export Development Canada as the Deputy Chief Economist; the Bank of Canada; the Parliamentary Budget Office; two think tanks as well as academia. He is a recognized thought leader on economic issues in Canada. Stephen's research was awarded the Purvis prize for Canadian economic policy and has been published in academic journals, such as the *Canadian Journal of Economics* and *Canadian Public Policy*.

### ***Moderator:***

**Dr. Meredith Lilly** is an Associate Professor at Carleton University's Norman Paterson School of International Affairs where she holds the Simon Reisman Chair in International Economic Policy. Dr. Lilly is a national award-winning researcher with extensive experience in public policy development and executive branch decision making. She previously served as Foreign Affairs and International Trade Advisor to Canadian Prime Minister Stephen Harper, and oversaw within the Prime Minister's Office Canada's free-trade negotiations with the European Union, South Korea, and the Trans-Pacific Partnership among other files. Dr. Lilly's current research is focused on North American trade relations, Canada's trade diversification strategy, and economic sanctions. She is a member of the Deputy Minister's Advisory Committee on International Trade, an Advisory Board member of the Canadian Global Affairs Institute, and a Canadian delegate to the North American Forum.

## *Thank you to Colin Robertson*



For over a decade, Colin Robertson has led the Canadian Global Affairs Institute's operations in Ottawa. Leading our organization through growth and success, he is the reason CGAI's Annual Conference on International Trade exists and is the flagship event that it is today.

Last year, Colin decided to take a step back from his administration duties at CGAI, and it is the first annual international trade conference happening without him. This year's organizing committee, led by Dr. Meredith Lilly, Mark Warner, Adriana Vega, Sarah Goldfeder, and Dr. David Perry, is thankful of Colin's leadership and hope this event lives up to the standards he had established over the years.

A former Canadian diplomat, **Colin Robertson** is now Senior Adviser and Fellow at the Canadian Global Affairs Institute and hosts its regular *Global Exchange* podcast. He is an Executive Fellow at the University of Calgary's School of Public Policy and a Distinguished Senior Fellow at the Norman Paterson School of International Affairs at Carleton University. A member of the Department of National Defence's Defence Advisory Board, Robertson is an Honorary Captain (Royal Canadian Navy) assigned to the Strategic Communications Directorate. Robertson sits on the advisory councils of the Alphen Group, Johnson-Shoyama School of Public Policy, North American Research Partnership, the Sir Winston Churchill Society of Ottawa and the Conference of Defence Associations Institute. During his foreign service career, he served as first Head of the Advocacy Secretariat and Minister at the Canadian Embassy in Washington, Consul General in Los Angeles, as Consul in Hong Kong, and in New York at the UN and Consulate General. A member of the teams that negotiated the Canada-US FTA and then the NAFTA, he is a member of the Deputy Minister of International Trade's Trade Advisory Council and the North American Forum. He writes on foreign affairs for the *Globe and Mail* and he is a frequent contributor to other media. The *Hill Times* has named him as one of those that influence Canadian foreign policy.

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