TPSA | CANADA–INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT

Indonesian Business Association Delegation to Canada
September 12 - 21, 2016

Program Agenda

Monday, September 12, 2016

Time	Activity	Notes
Evening	Arrival in Ottawa, Canada	Delegates travelling on Flight AC470 will be met on arrival by TPSA team at the Ottawa Airport.
Evening	Check-in at Les Suites Hotel *Address: 130 Besserer Street, Ottawa*	Delegates travelling on flight AC470 will be accompanied to the hotel for check-in.

Tuesday, September 13, 2016

Time	Activity	Notes
Morning	Free program	
14:15	*Meet in Lobby*	Delegates will be met at the hotel by staff of the Embassy of Indonesia
14:30	Depart for the Embassy of Indonesia	
15:00	Courtesy Call to the Ambassador of Indonesia *Address: Embassy of Indonesia, 55 Parkdale Avenue, Ottawa*	
Evening	Free program	

Wednesday, September 14, 2016

Time	Activity	Notes
8:15	*Delegates board the bus to The Conference Board of Canada (CBoC) office*	A chartered bus will standby in front of the hotel lobby for the delegates
8:30	Delegates depart hotel for CBoC office *Address: 255 Smyth Road, Ottawa*	
9:30 – 10:00	Welcome and Introduction of Delegates *Venue: Boardroom, CBoC*	• Paul Darby, Project Director • All delegates
10:00 – 10:30	• Overview of The Conference Board of Canada • Overview of the Canada–Indonesia Trade and Private Sector Assistance (TPSA) Project	• Paul Darby, Project Director • Brenda Lafleur, Project Manager

	• Rationale of the Study Visit of Indonesian Business Associations to Canada	
10:30 – 10:45	Coffee Break	
10:45 – 11:15	• Landscape of Canadian Business Associations: Their General Structures, Roles in the Canadian Economy, and Cooperation with Canadian Government Agencies and Private Sector Companies to Promote Trade and Investment • Q & A session	Alexandre Larouche-Maltais, Trade Expert
11:15 – 12:00	• Challenges Faced by Women-Owned SMEs in Exporting and Public/Private Strategies to Support Them • Q & A session	Kathleen Speake, Gender Equality Expert
12:00 – 13:00	Lunch Break	Available for purchase at CBoC Café 255
13:00 – 14:00	• Environmental Responsibility and Business Associations • Q & A session	Rita Lindayati, Environmental Expert
14:00 – 16:00	• How to Export to Canada • Lessons Learned in Supporting Women-owned Businesses in Indonesia to be Trade Ready • Q & A session	• Steven Tipman, Executive Director, Trade Facilitation Office (TFO) Canada • Zaki Munshi, Project Manager, Asia and the Middle East, TFO Canada
16:30 – 17:30	Presentation by the Sustainable Apparel Coalition	Scott Miller, Director of Business Development
17:30	Return to Les Suites Hotel	A chartered bus will drop-off delegates from CBoC to Les Suites
Evening	Free program	

Thursday, September 15, 2016

Time	Activity	Notes
9:15	*Delegates board the bus to Global Affairs Canada*	A chartered bus will standby in front of the hotel lobby for the delegates. TPSA team to meet delegates at Les Suites.
9:30	Depart for Global Affairs Canada from Les Suites Hotel *Address: 111 Sussex Drive, Ottawa*	**Note: Each delegate is required to bring a photo ID (e.g. passport) in order to receive a guest pass at Global Affairs Canada.**
10:00 – 11:30	Presentations at Global Affairs Canada	
	Topic: Bilateral Trade and Investment between Canada and Indonesia	Rosaline Kwan, Executive Director, South, Southeast

		Asia and Oceania Commercial Relations (OSC)
	Topic: Best practices related to Canada's consultation process on multilateral, regional and bilateral trade negotiations	David Usher, Executive Director, Trade Negotiations (TCD)
	Topic: Best practices of Canadian periodic consultations with sectoral industries	Kyle Nunas, Executive Director, Director, Aerospace, Automotive, Defence and ICT Practices Division
	Topic: How the Canadian Gov. consults/helps women's business associations specifically	Josie Mousseau: Deputy Director, Missions, Consultations and Outreach
11:30 – 12:20	Lunch Break	Available for purchase at Global Affairs Canada's cafeteria
12:20 – 12:30	Board the bus to CBoC office	
12:30 – 12:55	Depart for CBoC	
13:00 – 14:30	Workshop: Business Networks and Access to International Markets for Women *Venue: Boardroom, CBoC*	• Frances Mannarino, (past) Senior commercial account manager, BMO Financial Group – GroYourBiz networking model; accessing financing for women • Barbara McLaren, Case Study of Coffee in Colombia: The National Coffee Federation's strategy for women's empowerment
14:30 – 15:00	For **Coffee Group**: Board the bus and depart for Fairtrade Canada. A chartered bus will drop-off delegates from CBoC to Fairtrade Canada. For **Apparel Group**: Coffee Break. Hot beverages and snacks available for purchase at CBoC Café 255. For **Footwear Group**: Depart for a Retail Tour.	
15:00 – 16:00 **Apparel Group**	Meeting with the Canadian Apparel Federation (CAF) *Venue: Elk Room, CBoC*	Bob Kirke, President of CAF
16:00 – 16:30 **Apparel Group**	Board the bus and depart to Rideau Centre for Retail Tour	
16:30 – 18:00 **Apparel Group**	Retail Tour at Rideau Centre	
18:00 **Apparel Group**	Return to Les Suites Hotel	

15:00 – 16:00 **Coffee Group**	Meeting with Fairtrade Canada *Address: 1145 Carling Avenue, Suite 7500, Ottawa* Topics include: • How does fair trade work and why does it matter to consumers and business? • What are the Canadian consumer trends in fair trade coffee consumption and what prospects for fair trade coffee exist in the Canadian market? • How can coffee companies work with Fairtrade Canada? • What are the common challenges in certifying products (especially coffee originating from Indonesia) that will be marketed in Canada?	José Abad-Puelles, Coffee Account Manager
16:00 – 16:30 **Coffee Group**	Take the bus and depart for Bridgehead Roastery	
16:30 – 17:30 **Coffee Group**	Meeting with Bridgehead *Address: 130 Anderson Street, Ottawa*	Cliff Hansen, Head Roaster
17:30 **Coffee Group**	Return to Les Suites Hotel	
15:00 – 16:00 **Footwear Group**	Retail Tour: Designer Shoe Warehouse, The Shoe Company, and Walmart *Address: Ottawa Train Yards Shopping Centre*	
16:00 – 16:30 **Footwear Group**	Depart to Nordstrom, Rideau Centre	
16:30 – 17:30 **Footwear Group**	Visit Nordstrom's Shoe Department	
Evening	Free program	All delegates

Friday, September 16, 2016

Full Day Workshop: Business Associations and Sustainability
Presenter: Coro Strandberg, CSR and Sustainability Expert
President of Strandberg Consulting Inc.

Time	Activity
8:00	Delegates depart for The Conference Board of Canada *Address: 255 Smyth Road, Ottawa*
8:30 – 8:40	Introductions
8:40 – 8:45	Overview
8:45 – 9:00	Terms and Definitions: What is CSR?
9:00 – 9:15	Global Standards & Indonesian Company Example
9:15 – 9:25	Large Group Discussion
9:25 – 9:40	Trends intro, risks and opportunities, CSR trends

9:40 – 10:00	Small Group Discussion and report back
10:00 – 10:15	Break
10:15 – 10:30	What are the Business Benefits?
10:30 – 10:45	Partner discussion
10:45 – 11:15	How to develop a CSR Strategy?
11:15 – 11:30	Stakeholder engagement
11:30 – 11:55	Setting priorities, materiality, value chain analysis
11:55 – 12:00	Morning Summary
12:00 – 12:30	**Lunch**
12:30 – 12:45	Review
12:45 -13:15	Small Group Discussion and report back
13:15 – 13:30	CSR Phases and Phase 4
13:30 – 13:45	Performance Management
13:45 – 14:00	**Break**
14:00 – 14:10	Role of industry associations
14:10 – 14:15	Business case
14:15 – 14:45	Overview of role of industry association with best practices examples
14:45 – 15:00	Partner discussion
15:00 – 15:15	Report back and discussion
15:15 – 15:30	Wrap-up and final takeaways
15:30 – 15:45	Break
15:45 - 17:30	Sharing of Lessons Learned from the Delegates' Business Visits in Ottawa
17:30	Return to Les Suites Hotel
Evening	Free program **Note**: Delegates from the apparel association as well as IWAPI representative in this industry will depart for Montreal. Exact time of departure TBC.

Saturday, September 17 – Tuesday, September 20

- Delegates from the coffee and footwear associations as well as IWAPI representatives in these industries will travel to Toronto to attend sector-specific meetings.

- Delegates from the apparel association as well as IWAPI representative in this industry will be in Montreal to attend sector-specific meetings.

- See individual program agenda for details.

Program in Toronto (Coffee)

Saturday, September 17, 2016

Time	Activity	Notes
8:30	Check-out from Les Suites	Delegates must check-out prior to the visit to Happy Goat Coffee Co.
9:10	*Meet in Lobby*	
9:30 – 9:45	Depart for Happy Goat Coffee Co.	
10:00 – 11:30	Meeting with Happy Goat Coffee Co. *Address: 35 Laurel Street, Ottawa*	• Henry Assad, Owner • Hans Langenbahn, Head Roaster
11:30	Return to Les Suites Hotel	
12:00 – 16:00	Free program	
16:15	Delegates board the bus	A chartered bus will drop-off delegates from the hotel to the airport.
16:30 – 17:00	Depart for Ottawa Airport from Les Suites Hotel	
19:10	Depart to Toronto	Flight AC465
21:30	Board the Radisson Hotel shuttle bus and depart for the hotel	
22:00 – 22:30	Check-in at The Radisson Suite Hotel Toronto Airport *Address: 640 Dixon Road, Toronto*	

Sunday, September 18, 2016

Free program. Delegates who are interested in taking a full-day tour to Niagara Falls (at own cost), the full-day package is approximately C$140 (includes lunch and a boat tour at Niagara Falls).

Monday, September 19, 2016

Time	Activity	Notes
8:30	*Meet in Lobby*	
8:40 – 8:55	Board the bus and depart to Eland Inc.	
9:00 – 10:15	Eland Inc. *Address: 5040 Timberlea Boulevard, Mississauga*	• Doug Eland, Co-Owner • Endah Eland, Co-Owner • David Villa, Operations Manager

10:20 – 11:00	Board the bus and depart for the Coffee Association of Canada (CAC)	
11:00 – 12:00	Meeting with CAC *Address: 120 Eglinton Avenue East, Suite 1100, Toronto* Topics include: • Structure of the association and types of services provided to its members • CAC's challenges and successes in advocating government policies and regulations relevant to the coffee industry • CAC's collaboration with all levels of governments in Canada and other business associations that relate to the coffee industry to bring about change to the industry	Lesya Balych-Cooper, CAC Interim President
12:00 – 13:00	Depart from CAC to Kencaf Importing & Distributing Inc.	
13:00 – 13:20	Meeting with Kencaf Importing & Distributing Inc. *Address: 500 Alden Road, Markham* Topics include: • what are the success and challenges so far in sourcing coffee beans from Asian countries, especially from Indonesia; • what types of coffee beans have Kencaf Coffee imported from Indonesia and what are their prospects in the Canadian market; • how is Indonesian coffee received so far by your customers/clients compared to coffee from Latin America or other Asian countries, if any; and • when importing Indonesian coffee beans, what are the common technical challenges that relates to meeting Canada's coffee import requirements.	Naushad Panju, Owner
13:20 – 13:30	Board the bus and depart for lunch	

13:30 – 14:45	Lunch *Address: Thai One On, 7750 Kennedy Road, Markham*	Lunch joined by representatives from Kencaf Importing & Distributing Inc.
14:45 – 15:00	Return to Kencaf Importing & Distributing Inc.	
15:00 – 16:00	Continued Discussions with Kencaf Importing & Distributing Inc.at Kencaf offices	Naushad Panju, Owner
16:00 – 17:00	Board the bus and depart for a Dinner Meeting with the Consulate General of Indonesia	
17:30– 19:30	Dinner Meeting with the Consulate General of Indonesia *Address: Golden Thai Restaurant, 105 Church Street, Toronto*	• Nancy Kusbayanti, Acting Consul General and Consul for Economic Affairs • Intiar Dekrit Yubhar Bakhtiar, Consul for Public Relations, Social, and Cultural Affairs • Sita Nurfitriani, Vice Consul for Economic Affairs
19:30	Return to Radisson Hotel	

Tuesday, September 20, 2016

Time	Activity	Note
8:45	*Meet in Lobby*	
8:50 – 10:00	Board the bus and depart for Green Beanery	
10:00 -11:00	Green Beanery *Address: 565 Bloor Street West, Toronto* Topics include: • what are the success and challenges so far for Green Beanery in sourcing coffee beans from Indonesia; • what types of coffee beans have Green Beanery imported from Indonesia and what are their prospects in the Canadian market; • how is Indonesian coffee received so far by your customers compared to coffee from Latin America or Africa; and	• Marry-Ann Ferrando, Store Manager, Green Beanery • Patricia Adams, Executive Director, Probe International

	• when importing Indonesian coffee beans, what are the common technical challenges that relates to meeting Canada's coffee import requirements.	
11:10 – 11:30	Board the bus and depart for Hale Coffee Co.	
11:30 – 12:30	Meeting with Hale Coffee Co. *Address: 300 Campbell Avenue, Toronto*	Khaldoun Toukan, Owner
12:30 – 14:30	Lunch near Hale Coffee Co.	
14:30	Return to Radisson Hotel	
15:15 – 16:30	Free program	
16:30 – 20:00	Working Dinner and Wrap-Up Session: • Lessons learned from the coffee associations' meetings with various businesses in the coffee industry in Toronto • Draft outline of footwear report produced *Venue: Radisson Hotel; Radisson Room*	All delegates

Wednesday, September 21, 2016

Time	Activity	Note
All Day	Free program	
9:00 – 11:00	Check-out from Radisson Suite Hotel	**Note:** • **All delegates must ensure that they check-out by 11:00 at the latest.** • Please plan to arrive at the Pearson International Airport **3 hours prior to flight departure**.
Evening	Depart for Jakarta	Delegates' departure times may vary. Please check individual itinerary.

Program in Toronto (Footwear)

Saturday, September 17, 2016

Time	Activity	Note
Morning - Afternoon	Free program in Ottawa	
11:00 at the latest	Check-out from Les Suites	**Note: All delegates must ensure that they check-out by 11:00 at the latest.**
16:15	*Meet in Lobby*	
16:30 – 17:00	Board the bus and depart for Ottawa Airport	A chartered bus will drop-off delegates from Les Suites Hotel to Ottawa Airport.
19:10	Depart to Toronto	Air Canada AC465
21:30 – 22:00	Board the Radisson Hotel shuttle bus and depart for the hotel	
22:00 – 22:30	Check-in at The Radisson Suite Hotel Toronto Airport *Address: 640 Dixon Road, Toronto*	

Sunday, September 18, 2016

Free program. Delegates who are interested in taking a full-day tour to Niagara Falls (at own cost), the full-day package is approximately C$140 (includes lunch and a boat tour at Niagara Falls). For those who are interested in exploring downtown Toronto, there is a Bata Shoe Museum among various points of interest.

Monday, September 19, 2016

Time	Activity	Note
9:30 – 11:00	Presentation on the Canadian Footwear Market: • The numbers • Market segmentation • How to connect with buyers • Compliance • Sustainability • Diversity • The calculation from factory cost to retail • The 10 rules of exporting	Phil Zwibel, Footwear Industry Expert, PMZ International

	• How the selling side from Indonesia and the buying side in Canada are similar *Venue: Radisson Hotel; Curtis-C meeting room*	
11:00 – 11:15	Depart for Eaton Centre	
11:30 – 17:00	Retail Tour, which includes: • National chains • Major department stores • Specialty Stores	Including time for lunch break Phil Zwibel, Footwear Industry Expert, PMZ International
17:30– 19:30	Dinner Meeting with the Consulate General of Indonesia *Address: Golden Thai Restaurant, 105 Church Street, Toronto*	• Nancy Kusbayanti, Acting Consul General and Consul for Economic Affairs • Intiar Dekrit Yubhar Bakhtiar, Consul for Public Relations, Social, and Cultural Affairs • Sita Nurfitriani, Vice Consul for Economic Affairs
19:30	Return to Radisson Hotel	

Tuesday, September 20, 2016

Time	Activity	Note
9:00	*Meet in Lobby*	
9:15 – 10:00	Depart for Indeka *Address: 2120 Bristol Circle, Oakville*	Guide: Phil Zwibel, Footwear Industry Expert, PMZ International
10:00 – 11:00	Meeting with Indeka • Indeka sells many U.S. brands as a distributor as well as having their own brands that they develop and source themselves	Paul Popodoulous, CEO
11:15 – 11:30	Depart for Trend Marketing *Address: 1523 Hurontario Street, Mississauga*	
11:30 – 12:30	Meeting with Trend Marketing • Trend marketing has the largest portfolio of international brands in Canada	Shai Burstein, Managing Partner
13:00 – 14:15	Lunch	
14:15	Depart for Northern Royalty Distribution	

	Address: 1500 Lodestar, North York	
14:30 – 16:30	Meeting with Northern Royalty Distribution • NRD sells a major U.S. brand as a distributor and develops their own Canadian brands as well as private-labels for national accounts. NRD is typical of the majority of the "average" Canadian importer—smaller scale, owner operated.	Michael Bogdan, Owner
16:30 – 20:00	Working Dinner and Wrap-up Session • Lessons learned from the footwear association's meetings with various businesses in the footwear industry in Toronto • Draft outline of footwear report produced *Venue: Radisson Hotel; Radisson Room*	All delegates

Wednesday, September 21, 2016

Time	Activity	Note
All Day	Free program	
9:00 – 11:00	Check-out from Radisson Suite Hotel	**Note:** • **All delegates must ensure that they check-out by 11:00 at the latest.** • Please plan to arrive at the Pearson International Airport **3 hours prior to flight departure**.
Evening	Depart for Jakarta	Delegates' departure times may vary. Please check individual itinerary.

Program in Montreal (Apparel)

Saturday, September 17, 2016

Time	Activity	Note
10:00 -12:00	**Designers' Cabinet éphémère at Ogilvy** *http://www.cabinet-ephemere.com/*	The Conseil des créateurs de mode du Québec is having the 6th edition of the Cabinet éphémère. *1307 Ste. Catherine W. St., 3rd floor*
12:00 -13:00	Lunch	
13:00 -15:00	**McCord Museum** Exhibition ELEGANZA: Italian Fashion from 1945 to nowadays *http://www.mccord-museum.qc.ca/en/exhibitions/italian-style-fashion-since-1945/*	This impressive exhibition, designed and produced by the Victoria and Albert Museum in London, presents the work of the most celebrated Italian designers, particularly following World War II. $20 per person
	McCord Museum Wearing our Identity – The First Peoples Collection *http://www.mccord-museum.qc.ca/en/exhibitions/wearing-our-identity-the-first-peoples-collection/*	This exhibition enables the public to explore the complex heritage of the First Peoples of Canada and learn more about how their dress has helped define their rich cultures and identities. It will also help visitors learn about the importance of clothing in the development, preservation and communication of the social, cultural, political and spiritual identities of the First Nations, Inuit and Métis. 20$ per person

Sunday, September 18, 2016

Free program

Monday, September 19, 2016

Time	Activity	Note
9:30 - 10:30	**Training session: Canadian Market overview** Presentation by Apparel Expert Maria Fernanda Guzman	Novotel 1180 rue de la Montagne, Montréal, Québec

11:00 - 12:00 *(TBC on Tuesday)*	**VestechPro | Apparel Research and Innovation Centre** Vestechpro is the Collegial Center for the Transfer of Apparel Technology (CCTT), affiliated with Cegep Marie-Victorin and its Fashion School. They are also members of the TransTech Network and the National Research Council Canada.	7000 Rue Marie Victorin, bureau S-007 Montréal (Québec) H1G 2J6 Canada https://vestechpro.com/en/
12:30 - 13:30	**Working Lunch meeting** Lunch with Zeljko Vucetic, Director of Sourcing in Mark Edwards Apparel	Restaurant TBD Close to Mark Edwards Apparel Inc., 8480 Rue Jeanne-Mance, Montréal, QC H2P 1L5
15:00 -16:00	**Mmode | The Fashion Industry's Metropolitan Cluster** Meeting with Debbie Zakaib, Executive Director	https://mmode.ca/
16:30 - 17:30	**Joe Fresh: Stylish Women's, Men's, & Kids' Clothing |**	MAXI&CIE BEDFORD 6825, Côte-Des-Neiges Montréal QC H3S 2B6

Tuesday, September 20, 2016

Time	Activity	Note
9:00 - 11:00	**555 | Centre International de Mode de Montréal (CIMM)** **Mod-Atout Inc**. Female Apparel, accessories and hats producer, importer, retailer	555 Chabanel West, Suite 1508 Montreal, Quebec H2N 2J2
11:00 -11:30	**Fatima boutique** Large collection of dresses (Abaya), Tunics, Skirts, Pants, Bands, Sleeves and much more.	7446 Rue St-Hubert Montreal
12:30 -13:45	**Lunch in Montreal**	
14:00 -17:00	**CTT GROUP** CTT GROUP is the leading technical textiles, geosynthetics and advanced textile-based materials R & D Laboratory in Canada	3000 avenue Boullé Saint-Hyacinthe, Québec
17:00 -18:00	**Wrap-up Session**	Novotel 1180 rue de la Montagne, Montreal, Québec
19:30	**Transport to Airport** Flights from Montreal to Jakarta (via Istanbul) at 23:05	

The Conference Board of Canada

Canada

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KEMENTERIAN PERDAGANGAN REPUBLIK INDONESIA

MINISTRY OF TRADE