



GERMAN CANADIAN CONCOURSE

INFORMATION FOR PARTNERS AND SPONSORS

CONCEPT BROCHURE



« The GCC is a great place to get in touch with potential future partners or customers for the start-ups participating in our business incubation programme. »

« The German Canadian Concourse has established itself as an innovative and successful platform for encounters between professionals with an interest in relations between Canada and Germany. »

« During the German Canadian Concourse businesses in both countries receive information on current trends and topics in the industry. »

« The German Canadian Concourse has been commanding so much interest by the two governments and the private sector alike. »

TORONTO

BERLIN



« The German Canadian Concourse is a prime example of the commitment of professional leaders from Canada and Germany who share an interest in and enthusiasm for advancing relations between our two countries. »

TRANSATLANTIC

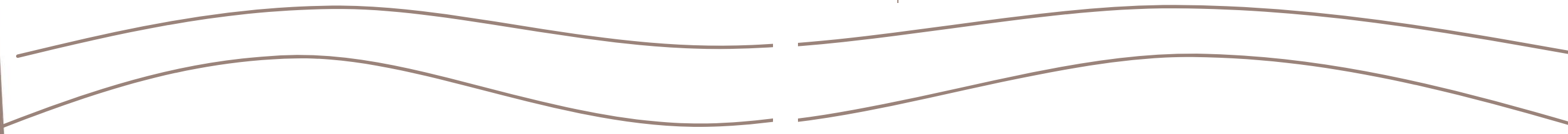
REAL-TIME

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« The GCC is one of the few outstanding events bringing together German and Canadian ideas, projects, businesses and people. »

« The GCC is a perfect example in action of putting together great minds from a variety of sectors and geographies and focuses this energy on areas of social innovation. »

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ADVANCING THE CANADIAN-GERMAN COOPERATION

REAL-TIME TRANSATLANTIC DIALOGUE

« Canadian-German relations are manifold and have an important part in the transatlantic exchange. Germany and Canada have established over many decades a fruitful partnership in the fields of business, technology, research, culture and politics. Canadian-German initiatives have an influence on European and North-American cooperation; yet, they do not receive the public attention they deserve.

The German Canadian Concourse (GCC) actively illustrates the various facets of the German-Canadian partnership. By highlighting specific areas of this transatlantic cooperation, the GCC is contributing to a better awareness of the importance of the relations between Germany and Canada and initiates fruitful discussions about future bilateral projects.

Despite the geographical distance and the embedment into different ecosystems, both countries share on many levels similar political, economic and societal challenges; those common challenges are filling the theme pool for the Concourse. Canada, for instance, follows with interest Germany's Energiewende project as the availability of and demand for renewable energies are on the rise. On a social level, Canada's immigration policy has recently become a subject of debate on how it can serve as role model for a revision of Germany's immigration act.

With the upcoming ratification and implementation of the Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union, the German-Canadian partnership will gain again in importance. Canada's strategic role for European companies as a springboard to the North-American market will grow, while Canada will expand its cooperation with Europe. This coalescence process will be benefitted by German-Canadian linkages and the German Canadian Concourse will play its part in maintaining and growing these connections.

With the organization of annual events, the GCC brings together people who share a common interest in a range of bilateral topics and who are motivated to put the theme in a Canadian-German context. Driven by this idea, the Concourse has contributed to diverse experts' dialogues on transatlantic start-up ecosystems, technology cooperation in space, energy efficiency aspects in transportation – to name but a few.



Dr. Matthias Mück
President of the Canada Meets Germany Network e. V.
Chairman of the German Canadian Concourse

The GCC is recognized as a prime forum to explore current trends in both economies, to gain insight into latest policies, to receive information on social initiatives and to expand professional networks. The Concourse has a track record of connecting business partners at its conferences and has facilitated the transatlantic endeavours of Canadian and German start-ups.

The transatlantic character of the German Canadian Concourse is underlined through running the conference simultaneously at two hubs, in Berlin and in Toronto, both sessions being interlinked via video conference, jointly moderated and broadcast to the internet. This literal transatlantic dialogue allows the participation of a much larger audience and guarantees a representative reflection of views from both sides of the Atlantic.

In this sense, the German Canadian Concourse is a unique platform to grasp the real-time transatlantic dialogue.

We are looking forward to welcoming you at the next German Canadian Concourse. »

Matthias Mück



A PROGRAM WITH STRONG PARTNERS

GREETINGS FROM THE PATRONS

THE AMBASSADOR OF CANADA

« Canada and Germany have strong political, cultural and academic linkages, underpinned by healthy commercial relations. This fruitful partnership is the result of the commitment of Germans and Canadians to the promotion of bilateral exchange relating to all areas of society.

The German Canadian Concourse (GCC) is a prime example of the commitment of professional leaders from Canada and Germany who share an interest in and enthusiasm for advancing relations between our two countries. I am pleased to be the patron of the Concourse, which is a platform for exchange on topics of relevance to Germany and Canada. Initiated in 2012 by the Canada Meets Germany Network, the GCC gathers experts on an annual basis to discuss an issue of current bilateral interest.

The program includes a transatlantic conference session (co-hosted at Kanada Haus, the premises of the Embassy of Canada in Berlin, with a video link to a co-host institution in Canada) and a "field trip" to a partner organization to enrich the participants' understanding of the conference theme.

Economic relations across the Atlantic are strong. Germany is one of the most important trading partners for Canada in Europe. And there is room for more trade. The historic Canada-EU Comprehensive Economic and Trade Agreement (CETA) is by far Canada's most ambitious trade initiative, broader in scope and deeper in ambition than the historic North American Free Trade Agreement, which was concluded more than 20 years ago. The Canadian and German governments are looking forward to a speedy ratification of CETA.

This year the Embassy of Canada celebrates 10 years at its central location on Leipziger Platz in Berlin. We are very proud that our Embassy has become a forum for the exchange of ideas at a location which, until 25 years ago, was "no man's land" between East and West during the Cold War. Over the past decade, we have welcomed more than 100,000 visitors to discuss German-Canadian relations and to celebrate Canada's contribution to the world.

It is our honour to host the German Canadian Concourse. Based on the positive response from participants and speakers at previous Concourses, I warmly encourage the involvement of German and Canadian professionals in the Concourse to fuel constructive dialogue and to expedite bilateral projects.

Welcome to the German Canadian Concourse at Kanada Haus! »



**Her Excellency
Marie Gervais-Vidicaire**

Ambassador of Canada in Germany

THE AMBASSADOR OF GERMANY

« Dear friends and supporters of the German Canadian Concourse,
Ladies and Gentlemen,

With the conference series German Canadian Concourse the inter-disciplinary Canada Meets Germany Network offers a great chance and opportunity for exchange on economic, political, scientific and cultural subjects. It brings together corporate and institutional decision-makers from various fields to discuss current topics in a literal transatlantic setting. As such the German Canadian Concourse is a prime network opportunity.

The topics of the past conferences – opportunities for Canadian and German ventures, cooperation in the space sector and energy efficiency in transportation – are very relevant to both Canada and Germany. The Embassy of the Federal Republic of Germany in Canada experiences every day how intense the relations between Canada and Germany are and I am very pleased to see that the German Canadian Concourse helps to strengthen it even further.

It gives me therefore great pleasure to be the patron of the German Canadian Concourse which has established itself as an innovative and successful platform for encounters between professionals with an interest in relations between Canada and Germany.

I wish the organizers and participants all the best for a successful German Canadian Concourse. »



**His Excellency
Werner Wnendt**

Ambassador of the Federal Republic of
Germany in Canada

ELEMENTS OF THE GERMAN CANADIAN CONCOURSE

PROGRAM CONCEPT

The **German Canadian Concourse (GCC)** is an annual series of day-long symposia on up-to-date topics with relevance to Canada and Germany following a unique format.

As a truly transatlantic event, the Concourse is arranged around a half-day conference, the **Transatlantic Symposium**, hosted **simultaneously in Toronto and Berlin**. In conjunction, the **GCC Hubs** in Berlin and Toronto run a local supporting program consisting of a **Field Trip** and a **Networking Reception**.

	Berlin Hub	Toronto Hub	
Morning	Field Trip Hosted by a Berlin-based company or organization		
	Lunch Break		
Afternoon	Transatlantic Symposium (connected via video link)		Morning
	Hosted at Embassy of Canada in Berlin	Hosted in Toronto	
Evening	Networking Reception	Networking Lunch	Afternoon
		Field Trip Hosted by a Toronto-based company or organization	

TRANSATLANTIC SYMPOSIUM

The core of the German Canadian Concourse is the **Transatlantic Symposium**. Audiences at the two Concourse Hubs in Toronto and Berlin are invited to keynote speeches and panel discussions with distinguished experts.

Both **GCC Hubs are interconnected with a video link** allowing participants in Toronto to follow the contributions in Berlin and vice versa. By virtual means, the **panel discussion bridges the Atlantic**; participants at either location can jointly engage in an exchange of views on the topic.

The **Transatlantic Symposium** can be followed through a live web stream. This feature raises visibility for contributions made at the Concourse.



BERLIN HUB: EMBASSY OF CANADA

The **Embassy of Canada in Germany** has been a key stakeholder in the German Canadian Concourse since the program's inauguration in 2012 at **Kanada Haus**, the premises of the Embassy in Berlin.



The Embassy's logistic, financial and programmatic support as well as the Ambassador's patronage have manifested **Berlin's role as a Concourse Hub**. Kanada Haus has been the **German venue of the Transatlantic Symposium** from the start. The GCC has become an integral part of the Embassy's event landscape.

The **Canadian Embassy's excellent congress infrastructure** offers a high-standard meeting environment and provides an adequate framework for an exchange among prominent decision-makers.

The annual installments of the GCC receive special attention at Kanada Haus.

TORONTO HUB: GERMAN CONSULATE GENERAL

The metropolis of Toronto with its economic strength and cultural diversity is emerging as the Canadian Concourse Hub. Key player in developing this GCC venue is the Consulate General of Germany in Toronto.

The introduction of the Concourse Hub in Toronto is under the patronage of Germany's Ambassador to Canada. With the backing of those governmental organizations and encouraged through a strong expression of interest in the GCC platform by the Torontonians private sector, Canada's commercial capital is evolving to an equal Concourse Hub.

The German Canadian Concourse steering committee is currently holding talks with potential partners to establish a permanent Concourse venue in Toronto.

FIELD TRIP

The **Field Trip** is part of the supporting program organized locally by either Concourse Hub. With the objective of providing a multifaceted view on the conference theme, the German Canadian Concourse offers in cooperation with a partner organization a **hands-on approach** to the subject matter.

Field Trips are hosted by companies (from start-ups to large corporations) or institutions (governmental, research, NGOs ...) with a special knowledge of the Concourse topic. The Field Trip host company is given the **opportunity to emphasize its expertise in the subject matter**. The audience, in turn, gains **insight into internal processes** in order to better **understand the applicability** of the theme in an operational environment.



NETWORKING RECEPTION

The German Canadian Concourse is all about networking – maintaining and advancing a transatlantic exchange between Canada and Germany, but also connecting the international specialist communities for a given conference theme.

The Transatlantic Symposium and the Field Trip have a clear focus on the topic. The **Networking Reception** provides an opportunity to follow-up on discussions and to explore possibilities for new ventures in a direct conversation.

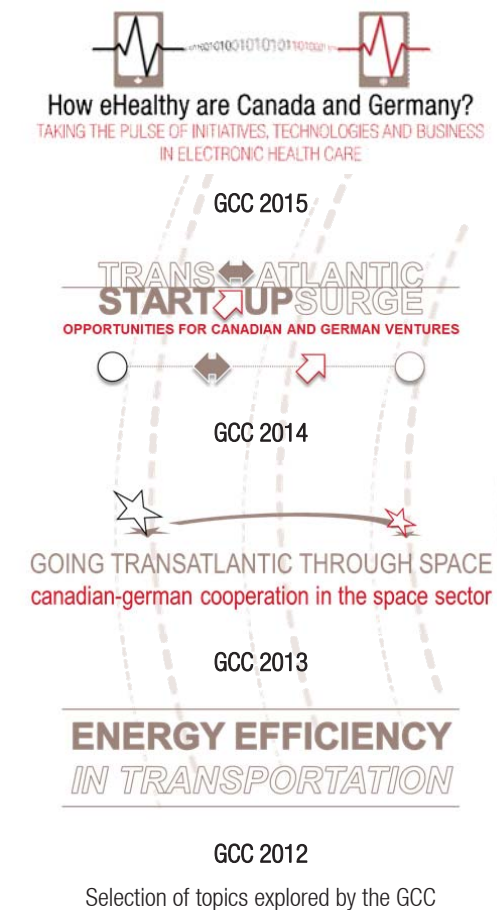
The Reception is an excellent platform to meet and greet with representatives from the private sector, politics, academia, diplomats, and the general public.

The Networking Receptions are hosted and sponsored by changing organizations.



INTERDISCIPLINARY EXPERTISE

TRANSATLANTIC RELEVANCE



SUBJECTS THAT MATTER

Conference topics at the German Canadian Concourse are chosen according to their **relevance for Canada and Germany** and represent a transatlantic angle of an **up-to-date discussion**. The selection of a theme is driven by a strong economic and political interest in developing the subject matter in the frame of the transatlantic setting.

The **Canada Meets Germany Network**, as the operating body of the Concourse, can draw on a large pool of **interdisciplinary expertise** within its own organization for the selection of inspiring topics. Due to an alignment with the Embassies' and Consulate's economic and political agenda, the GCC program can draw on the professional advice from the Embassy counsellors.

Since its foundation in 2012, the GCC has established a considerable competency in **promoting bilateral discussions** in various fields.

The Concourse has been acknowledged for its **innovative format of addressing subjects that matter** to the German-Canadian exchange and a professional community in general.

PUBLICATIONS

In order to sustain influence on the subject area, the German Canadian Concourse publishes a **white paper** reflecting the central statements from a German and Canadian perspective made at the GCC.

This publication **recommends follow-on initiatives** for consideration by decision-makers in politics and the private sector.



ENABLING THE GERMAN CANADIAN CONCOURSE

PARTNERS AND SPONSORS

The growing success of the German Canadian Concourse is owed to the commitment of partners and sponsors. The GCC steering committee cooperates with a diversified group of organizations who are enablers of the Concourse format.

Sponsorship for the GCC comes in different flavors. We distinguish in-kind sponsoring and financial funding.

IN-KIND SPONSORSHIP: SESSION HOSTING

All Concourse sessions are made available by their respective hosts under an in-kind sponsorship agreement with the GCC steering committee. Session hosts provide facilities, thematic contribution and hospitality for the participants according to Concourse standards. In turn, the inviting organizations **benefit from the high visibility of their brand** during the entire event. In-kind sponsors are emphasized in the conference brochure and in publications related to the event.

The Concourse maintains long-term relations with its partners at both Concourse Hubs providing the **venue for the Transatlantic Symposium**.

In order to offer a diversified selection of **Field Trip** locations, the GCC teams up with alternating partners to organize on-site visits which are suited to the current conference theme.

Networking Receptions offer an excellent opportunity for all interested parties and players in the German-Canadian dialogue to invite the GCC community to a social event.

FINANCIAL SUPPORT

The Concourse offers **staggered sponsorship packages**. The sponsor will receive a level of service increasing with the level of contribution.

Sponsors booking the **standard package** will have their **company logo in all conference publications** on-line and in print media.

Premium sponsors are given in addition the possibility to highlight their professional connection with the Concourse theme by presenting a stand in the foyer of the conference venue.



THE ORGANIZERS

The German Canadian Concourse is a brand of the **Canada Meets Germany Network e. V.**, a non-profit association registered in Germany.

The Canada Meets Germany Network has emerged from an initiative by a former Canadian Ambassador to Germany with substantial support from the Canadian and German Federal governments. The aim of Canada Meets Germany is to establish a solid and lasting foundation for dialogue between the two countries.

The Canada Meets Germany Network provides a framework for dedicated professionals from a variety of fields including business, politics, academia, science, culture, and the media to meet and exchange ideas.

The **German Canadian Concourse is the flagship project** of the Canada Meets Germany Network.

CANADA MEETS GERMANY
NETWORK e. V.

SUPPORTERS ENDORSING THE PROGRAM

TESTIMONIALS

« The high quality of the GCC has never failed to impress me. The sessions I have attended gathered together relevant experts on timely themes, leading to practical, policy-relevant discussions. The transatlantic link is a significant contribution to this, as it ensures the Canadian and German audiences are able to hear from and share perspectives with one another directly. Best of all has been to see the level of participation grow from year to year.

I am delighted that the GCC has grown into a regular annual event and encourage everyone involved to keep thinking big! I wish you all the best of success for the future. »



Thomas Beck
President & CEO, Canadian German Chamber of Industry and Commerce



His Excellency Eric Walsh
Ambassador, Embassy of Canada, Seoul

« As the official representative of German trade and industry in Canada the Canadian German Chamber of Industry and Commerce strongly supports the German Canadian Concourse. To foster bilateral economic relations it is essential that German and Canadian businesses have access to first hand market insight. During the German Canadian Concourse businesses in both countries receive information on current trends and topics in the industry. Further, the event offers an excellent platform for stakeholders to extend their transatlantic network.

The Canadian German Chamber is pleased to see the German Canadian Concourse grow and we look forward to continuing the relationship. »



Dirk Heitepriem
Director Government Relations EMEA, BlackBerry

« The GCC is one of the few outstanding events bringing together German and Canadian ideas, projects, businesses and people. As BlackBerry is a proud Canadian company with a strong presence in Germany, this is the place to be for us. We have learned so much on how we can combine German and Canadian initiatives and make them relevant in both markets. Maybe the GCC is one of the best options for connecting the best of both countries. BlackBerry has built important relationships (e.g. to Roots of Empathy in Germany) initiated on the conference. We are glad to see the GCC growing further and hope to be part of journey for a long time. »

« As an entrepreneur, I found the German Canadian Concourse conference tremendously valuable – on the one hand, I was fascinated to discover companies in both Germany and Canada at the forefront of product innovation and, more importantly, to understand how they capitalized on their know-how to achieve business success. On the other hand, the conference was, encouragingly, a springboard for business opportunities – following our own presentation, we received substantial interest in our products by German customers.

For these reasons, and the fact that the German Canadian Concourse has been commanding so much interest by the two governments and the private sector alike, I look forward with anticipation to participating in future conferences. »



Costin Laurentiu
Managing Director, ClauseHound Inc.



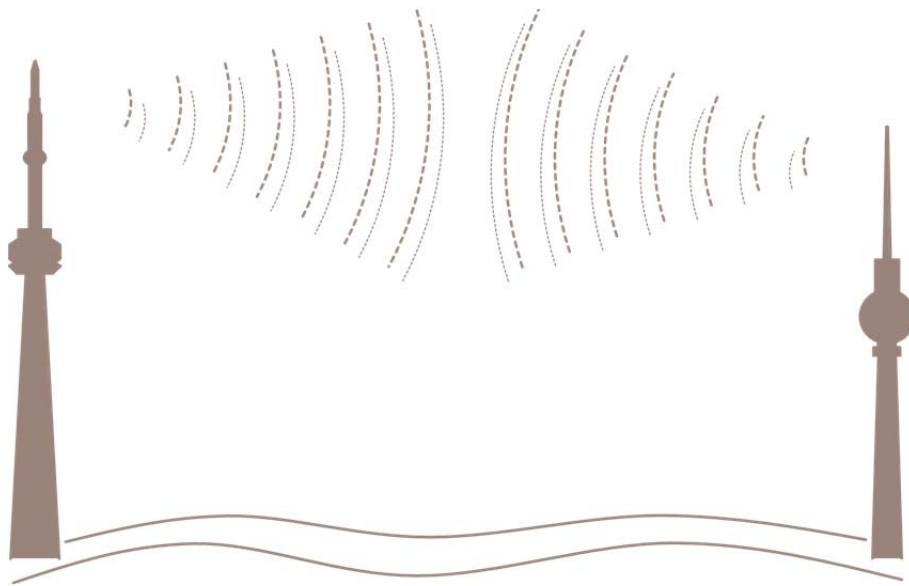
Frank Salzgeber
Head of Technology Transfer Programme Office, European Space Agency

« At the European Space Agency's (ESA) Technology Transfer Programme Office it is our goal to foster European start-ups using space technologies for non-space purposes, and we support over 100 start-ups each year. The GCC is a great place to get in touch with potential future partners or customers for the start-ups participating in our business incubation programme in order to help facilitate their expansion beyond Europe. Considering the partnership between Canada and ESA, the GCC was also an important event to initiate discussions about business incubation opportunities for start-ups in Canada, to strengthen the cooperation opportunities for both Canadian and European entrepreneurs. »



Ryan Little
Project Manager, BMW Foundation

« The BMW Foundation values above all what comes about when you put together great minds from a variety of sectors and geographies and focus this energy on areas of social innovation. The GCC is a perfect example of this in action. Through our involvement of the GCC we got involved with the launch of a Canadian social enterprise, Roots of Empathy, as it launched in Germany. Moreover, we tapped into our Responsible Leaders Network in Toronto to host a panel there, creating a truly international experience in real time. »



TORONTO – BERLIN – TRANSATLANTIC – REAL-TIME

GERMANCANADIANCONCOURSE^G

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