



Global Business Opportunities 2019/20

CHAIR:	Blair Poetschke
VICE CHAIR:	Grant Hopcroft
DIRECTOR LIAISON:	Lisa Harrison, Laurie Lashbrook, Teresa Van Raay
VICE-PRESIDENT:	Ian Jeffreys
STAFF LIAISON:	Kristen Duever, Gerry Macartney
MEETINGS:	Third Wednesday of the month at 8:00 a.m.

Mandate:

GBOC will be a primary vehicle through which London region businesses can access international trade resources and find assistance with business export opportunities.

Objectives:

1. Strengthen and grow the interest and capabilities of local companies in international trade. As per strategic objective **1: To Strengthen and grow the London Chamber of Commerce.**
2. Be a leader for global trade awareness in the London Region (as per strategic objective 1)
3. Deliver premiere connection opportunities to promote and facilitate international trade growth. As per strategic objective **3: To deliver premier connection opportunities for business.**

Program Plan:

STRATEGY #1 - STRENGTHEN AND GROW THE INTEREST AND CAPABILITIES OF LOCAL COMPANIES IN INTERNATIONAL TRADE

Program Plans

- A. Continue to seek representation on GBOC from local exporting companies as well community associations such as Western, Fanshawe, EDC, LEDC, Tech Alliance and other government trade organizations where their expertise and experience can advance global trade opportunities and strategy development.
- B. Execute on education and training initiatives such as trade-ready workshops, expert speakers and roundtables to attract, interact and retain local companies looking for global business expansion.
- C. Execute the first ever Trade Accelerator Program (TAP) for London and region companies. Look to enlist a minimum of 15 and a maximum of 25 companies to undertake the first program cohort. Find sponsors and speakers from the professional field such as accounting, banking and legal firms. Additional cohorts will be considered for the future as well.
- D. Focus on developing a strong mentorship program after TAP in support of the Chamber's "Terms of Reference" initiative.

STRATEGY #2 - BE A LEADER FOR GLOBAL TRADE AWARENESS AND ADVOCACY IN THE LONDON REGION

Program Plans

- E. Monitor trade and export related legislation, regulations, policies and trade agreements (i.e. USMCA, CETA and CPTPP) to determine impacts and/or benefits to our members and the wider business community in our region. Bring in expert speakers where appropriate.
- F. Advise the Chamber's Government Affairs Committee where trade and export related legislation, regulations and policies have been determined to impose on the profitability and/or productivity of our member businesses.
- G. Provide linkages via a web-page on the Chamber's site for businesses to access information, contacts and events related to global export opportunities.

STRATEGY #3 - DELIVER PREMIERE CONNECTION OPPORTUNITIES TO PROMOTE AND FACILITATE INTERNATIONAL BUSINESS GROWTH

Program Plans

- H. Promote international global outreach at events such as Summit, ministry roundtables , trade expos and incoming trade missions .
- I. Execute a Trade-Ready Workshop for CPTPP similar to the previously held CETA event. Continue to partner with educational and other organizations as appropriate. Look for opportunities to enhance mentorship of the participating companies.
- J. Support LEDC's strategic direction for FDI attraction and industry growth promotion to maximize joint efforts and approach.
- K. Secure funding for the Beyond Borders Award.
- L. The Committee will play a mentorship role in the London Chamber of Commerce by having a standing invitation with the Chamber young professional group for 1-2 members (on a rotating basis) to observe and provide input on their behalf at each meeting with the goal of having at least 2 additional young professional members join the GBOC committee by the end of the Chamber year.