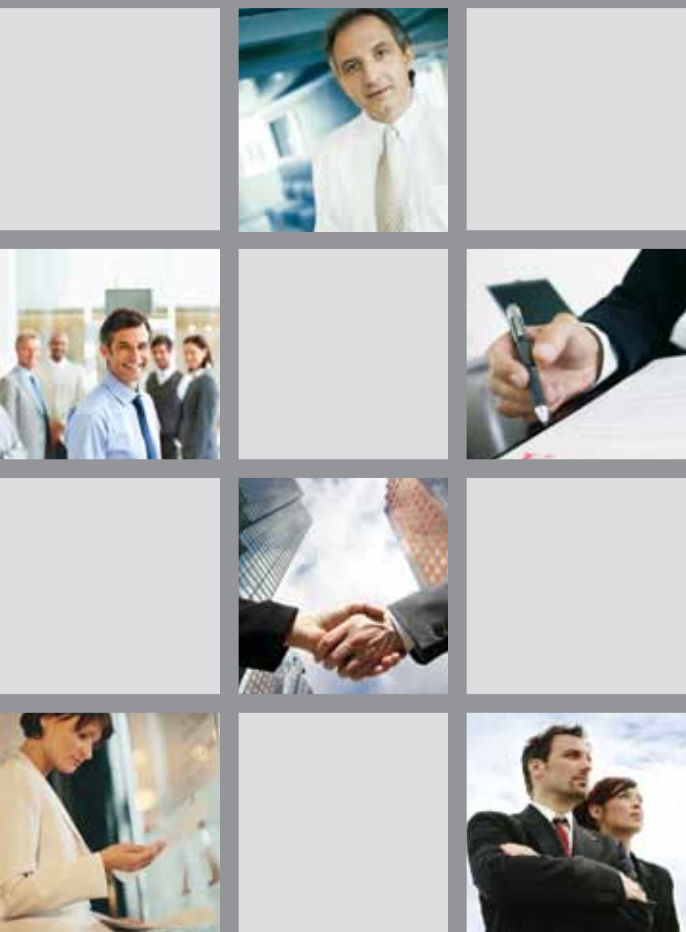


# 2010

 ADVANTAGE  
AUSTRIA 



# CANCON

**CANADIAN  
AUSTRIAN  
NETWORKING  
CONFERENCE**

June 10 - 12  
Aurora & Toronto, Ontario



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## **A Fair Enterprise Corporation**

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Magna is the most diversified global automotive supplier. We design, develop and manufacture technologically advanced automotive systems, assemblies, modules and components, and engineer and assemble complete vehicles, primarily for sale to original equipment manufacturers ("OEMs") of cars and light trucks.

Our capabilities include the design, engineering, testing and manufacture of automotive interior systems; seating systems; closure systems; body and chassis systems; vision systems; electronic systems; exterior systems; powertrain systems; roof systems; hybrid and electric vehicles/systems as well as complete vehicle engineering and assembly.

We have approximately 72,500 employees in 238 manufacturing operations and 79 product development, engineering and sales centres in 25 countries.

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## A Message from the Austrian Trade Commissioner



Austrian companies have left a visible footprint on the contested Canadian market, living up to their reputation as niche market champions. Today more than 300 Austrian firms do substantial business in Canada. Nearly 100 of them have established a subsidiary here. These companies proudly stand for the skills and values that Austria is all about: quality, innovation and a talent for creative and customized business solutions. Yet the communication and networking among

Austrian related business entities in Canada has been rather limited up till now. We would like to change that!

The conference in Toronto shall provide quick updates on important issues and a long absent platform for all those involved in the operation of Austrian subsidiaries in Canada to meet, learn from each other, share experience and knowledge. The event is made possible by the hospitality of Magna International, and generous financial contributions from our sponsors.

I wish you an interesting and inspiring conference!

Yours Sincerely,



Robert Luck

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**Thursday, June 10, 2010**

Magna Golf Club, Aurora



**WELCOME DINNER**

**4:30pm**

Shuttle Service for participants to Magna Golf Club in Aurora

Meeting at Delta Chelsea Hotel Downtown Toronto - Bay Street Entrance - Bus leaving at 4:30pm

Delta Chelsea Hotel Downtown Toronto  
33 Gerrard Street West  
Toronto, Ontario M5G 1Z4  
Phone: 416-595-1975

**6:00 – 9:00pm**

Welcome Dinner

Magna Golf Club  
14780 Leslie Street  
Aurora, Ontario L4G 7C3  
Tel: 905-726-3456

*Dress code: business attire*

**9:30pm**

Shuttle Service to Delta Chelsea Hotel Downtown Toronto

**Friday, June 11, 2010**

Delta Chelsea Hotel Downtown Toronto – Mountbatten Salon

**CONFERENCE AGENDA – MORNING SESSION**

**THE BILATERAL PICTURE**

**8:30 – 9:30am** Registration - Breakfast & Coffee

**9:30 – 9:45am**

Introduction

Austrian Trade Commissioner for Canada



Robert Luck

**9:45 – 10:15am**

“The Austrian Economy in a European Context”

Vice-President, Austrian Federal Economic Chamber



Richard Schenz



**10:30 – 11:15am**

“Ontario – Economic Power House of Canada”

The Honourable Sandra Pupatello, Ontario Minister of Economic Development and Trade (invited)



Sandra Pupatello

“Your One-Stop Partners for Establishing your Enterprise in Canada’s Number One Business Center”

George Hanus, President, Greater Toronto Marketing Alliance (invited)

**11:15 – 11:45am** Refreshment Break

**THE GLOBAL PICTURE**

**11:45am – 12:15pm**

“What’s ahead for the Global Economy”

Assistant Chief Economist, Royal Bank of Canada



Dawn Desjardins

**12:15 – 12:45pm**

“EU-Canada Comprehensive Economic and Trade Agreement – Opportunities for EU business”

Second Secretary and Advisor for the Economic and Commercial Affairs section, EU Mission Ottawa



Rafal Lapkowski



**12:45 – 1:45pm** Buffet Lunch

**Friday, June 11, 2010**  
Delta Chelsea Hotel Downtown Toronto – Mountbatten Salon

**CONFERENCE AGENDA – AFTERNOON SESSION**

**THE BUSINESS LEVEL**

**1:45 – 2:30pm**

“Footprints to the Future - Local to Global”  
General Manager, Karmax Heavy Stamping



“The Future of Cars”

Vice-President, Electric Vehicle Technology,  
Magna E-Car Systems



**2:30 – 3:15pm**

‘Integration of Agriculture, Green Energy  
and Our Environment’  
Founder & President, Canadian Agra



**3:15 – 3:45pm Refreshment Break**

**3:45 – 4:15pm**

“Doing Business in Canada – Legal  
Considerations of Becoming Successful  
in the Canadian Marketplace”  
Partner, Dale & Lessmann LLP

**Dale & Lessmann**  
LLP

Canadian Legal Counsel



**4:15 – 5:00pm**

“Biomass – The Obvious Solution to the  
North American Fossil Fuel Addiction”  
Canadian Agent & Representative,  
Binder Canada



Biomass to Energy – “Doing Successful  
Business in Canada”

Project Manager, Austrian Energy  
& Environment AG



**5:00 – 5:15pm Break**

**Friday, June 11, 2010**  
Delta Chelsea Hotel Downtown Toronto – Mountbatten Salon

**AFTERNOON SESSION CONTINUED**

**5:15 – 5:45pm**

“Harmonized Sales Tax - Impact of  
Introduction of HST in Ontario  
(and British Columbia) on Business”  
Partner, BDO Canada LLP



Senior Manager Indirect Tax,  
BDO Canada LLP



**5:45 – 6:05pm**

“Being Successful in NAFTA with a  
Canadian Homebase – Advantages and  
cultural/organizational challenges of a  
global company: a case study”  
Vice President and GM Steel Region  
NAFTA, RHI Canada



**6:05pm**

Concluding Remarks and  
End of Conference

**NETWORKING RECEPTION**

**6:15pm – 9:00pm**

Networking Cocktail & Optional B2B Meetings



**Saturday, June 12, 2010 - Niagara on the Lake**  
**ADDITIONAL POST – CONVENTIONAL PROGRAM – optional**

Our group will receive a personal tour of the Inniskillin winery with the co-founder himself, Mr. Karl Kaiser. Inniskillin is the most prominent winery of the Niagara Region. In both Niagara and the Okanagan, Inniskillin offers a full collection of fine VQA wines made by dedicated winemakers and viticulturists committed to their craft.



**WINE TOUR**

**10:30am – 12pm**

**TRANSPORTATION MEETING POINT**

For participants who signed up for complimentary transportation, meeting point:

**Delta Chelsea Hotel Downtown Toronto**  
 Bay Street Entrance  
 Saturday, June 12th at 8:30am sharp

33 Gerrard Street West  
 Toronto, Ontario M5G 1Z4  
 Phone: 416-595-1975



**INNISKILLIN NIAGARA**



**Inniskillin Wines Inc.**  
 1499 Line 3, Niagara Parkway  
 Niagara-on-the-Lake, Ontario LOS 1J0  
 T 905-468-2187  
 T 1-888-466-4754

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## RICHARD SCHENZ

Vice President, Austrian Federal Economic Chamber

After completing his technical studies in Vienna in 1969, Richard Schenz joined OMV, the former national oil and gas company and largest oil and gas company in Central Eastern Europe. Initially Mr. Schenz was dealing with production planning and the expansion of the Schwechat Refinery, and in 1988 he was appointed as the Executive Board member responsible for oil refining, marketing and petrochemicals. In 1992 he became Chairman & CEO of OMV and headed General Management and Chemicals until the end of 2001. In November 2001, the Austrian Government appointed Dr. Richard Schenz as the Government Representative for the Capital Market. Richard Schenz is Chairman of the Austrian Working Group for Corporate Governance and Chairman of the Austrian Accountancy Oversight Board. Since 2000, Dr. Schenz is also Member of the Presidency of the Austrian Federation of Industrialists and he is holding seats in Supervisory Boards of Austrian companies



## SANDRA PUPATELLO

The Honourable Sandra Pupatello,  
Ontario Minister of Economic  
Development and Trade

Deemed a "relentless pursuer" of new investment and high-value jobs for all Ontarians, Sandra Pupatello's career in the Ontario legislature dates back to 1995 when she was first elected to the Windsor West riding. Pupatello was appointed to Cabinet in 2003. She has served as Minister of Education, Minister of Community and Social Services and Minister Responsible for Women's Issues.

For the past three years Pupatello has headed the Ontario government's economic portfolio, as the Minister of Economic Development and Trade, and previously the Minister of International Trade and Investment. As part of her expanded portfolio, Pupatello now oversees Small Business, Economic Development, International Trade and Investment.

Pupatello has deep roots in the Windsor community. She was named honorary member of the Rotary Club of Windsor and a Paul Harris Fellow. In 1996, she was named Italian of the Year in Windsor-Essex County. In 2001, the University of Windsor honoured her with the prestigious Charlie Clark Award for Outstanding Service. In March 2003, Pupatello was named "Windsor Woman of the Year". In 2007, she received the prestigious Athena Award for the Windsor area, which recognizes men and women who provide a positive role model to encourage women to achieve their leadership potential in business. In January 2009, Pupatello was presented with the Award of Excellence in Community Service by The Canadian-Italian Business and Professional Association in Windsor. Pupatello also serves as a member of the 2015: Women and Expo Advisory Board, which is comprised of global leaders committed to breaking down the barriers that hinder the development of women.



## DAWN DESJARDINS

Assistant Chief Economist, Royal Bank of Canada

Dawn Desjardins joined the Royal Bank Economics team in January 2006 as a senior economist. She is a key contributor to the macroeconomic forecasts for Canada and the US and is responsible for the interest rate forecasts for both countries. Previously, Dawn worked as a reporter for Bloomberg Financial News in Toronto covering the Canadian bond and currency markets and was the Canadian bond market strategist for a major U.S. bank for ten years. She is a graduate of the University of Toronto.



## RAFAL LAPKOWSKI

Second Secretary and Advisor for the  
Economic and Commercial Affairs section,  
EU Mission Ottawa

Rafal Lapkowski is the Trade and Economic Advisor, and Second Secretary at the Delegation of the European Union to Canada. He holds an M.A. in European Public Policies from the Institute of Political Science, France. Mr. Lapkowski also holds an M.A. in International Economics from Lyon II Lumière University, France, an M.A. in European Integration from Gdansk University, Poland and a Diploma in European Community Law from Robert Schuman University, France. Before joining the Delegation of the European Union to Canada, Mr. Lapkowski worked in the European Commission, Directorate General Trade, executing coordination of EU-Mexico and EU-Chile trade relations, EU-Latin America horizontal trade relations as well as EU trade policy regarding metals and raw materials.



## KLAUS NIEMEYER

General Manager, Karmax Heavy Stamping

Mr. Niemeyer is presently the General Manager for a large Magna International division in the GTA.

Based on his education from Germany, Mr. Niemeyer graduated as a Tool & Die Maker then proceeded to earn his Mechanical Engineering. He furthered his education at Forming Technology in metal forming and in REFA (time motion study). During his earlier years, Mr. Niemeyer worked in several leading positions for automotive suppliers who supported the European OEM's.

With his vast experience, Mr. Niemeyer was recruited by Magna in 1982. He was met with many new challenges such as developing a new Greenfield company which launched the first innovative and largest assembly lines for Ford Motor Company. He was also involved in launching and producing the first stamped water pump for Cadillac.

Throughout all his years at Magna, Mr. Niemeyer has worked at Executive Levels and has been involved in setting up and creating new opportunities for Magna International Inc.

Since the early 90's, Mr. Niemeyer took on the challenge of taking his current plant to become one of Magna's leading division as a full service supplier.



## DAVID M. PASCOE

Vice President, Electric Vehicle Technology,  
Magna E-Car Systems

David Pascoe is the Vice-President of Electric Vehicle Technology for Magna E-Car Systems where he participates in Magna International's electric and hybrid vehicle development and integration programs. He also manages Magna International's Corporate Engineering group at Magna's global headquarters campus in Aurora, Ontario, Canada.

David has been with Magna for over 22 years and has been involved in company acquisitions, advanced engineering projects, business case development, production programs, and advising on business opportunities.

David was a design engineer at Magna for the first 10 years of his career and worked on product design and development in various areas of automobiles including body, chassis, hardware, powertrain, interiors and mirrors. He has been awarded several patents for developments and improvements made to automotive products.



## HELMUT J. SIEBER

Founder & President, Canadian Agra

Mr. Sieber was born and raised in Austria on a large farm. Following his agricultural education, he became an entrepreneur and immigrated in 1980 to Canada as a farmer fulfilling his own childhood dream.

Shortly after arriving in Canada, Mr. Sieber recognized that there was an agricultural related business opportunity in the assembly of farm land and he created a kind of "Sale and Leaseback System" to local farmers. They needed to divest some of their farm land holdings due to high carrying cost when interest rates were between 18-20% in the early 80ies. As a result of the activities in farmland assembly and Sale and Leaseback, Canadian Agra was founded on August 31, 1981.

The profits from the farmland assembly were always re-invested back into Canadian Agra. Over the subsequent years Mr. Sieber developed - together with the University of Guelph - the Integrated Agricultural Concept ("IAC") which still today is the basis of Canadian Agra. Over the years the IAC became more sophisticated and today it is on a fully IT-GIS Platform. The IAC brings today full transparency from the farmers' fields to the consumer's level as it combines the production of agricultural raw materials with the processing to add value domestically before the final products are being marketed on a global basis. In addition, agriculture was matched with the philosophy of renewable energy and the protection of our environment.

Mr. Sieber's focus has always been and will always be on agriculture. It is his conviction that the combination of agriculture with renewable energies and the protection of our environment will take center stage now and in the future. Canadian Agra's main operating base is located in the City of London, Ontario the centre of the Great Lakes Region (the world's largest fresh water reserves, accounting for approximately 22% of the freshwater on this planet). Therefore, Mr. Sieber through Canadian Agra will focus its activities within the Great Lakes Region in Ontario, Michigan, Ohio and New York State.



## ERICH H. BREMERMAN

Partner, Dale & Lessmann LLP

Eric H. Bremermann is a partner at Dale & Lessmann LLP and is leading the firm's European Practice Group. Dale & Lessmann LLP is a full service business law firm based in Toronto, Ontario, Canada. The firm has one of Canada's leading law practices devoted to advising European clients - in particular clients from countries, such as Austria, Germany and Switzerland - with respect to the establishment and expansion of their businesses in the Canadian and NAFTA marketplace. The law firm's clients carry on business in almost every industry sector. Clients includes many household names and industry leaders from Europe and North America, ranging from privately held to publicly traded entities. Through Dale & Lessmann LLP's extensive network of European contacts, the firm also acts as a facilitator for North American companies seeking to carry on business in the European marketplace.

Fluent in both English and German, Eric acts on behalf of a number of Dale & Lessmann's many European clients. Eric practices corporate and commercial law with an emphasis on Canadian-European cross border issues, including advising on corporate governance and shareholder rights, business and family succession, the acquisition, merger, financing and disposition of business and real estate assets, as well as the establishment of subsidiaries in the NAFTA marketplace. Eric serves as a director on the boards of several well known Austrian, German, and multi-national corporations.



## HERB FEISCHL

Canadian Agent & Representative, Binder Canada

Herb Feischl lives and works in the Fraser Valley just 40 km east of Vancouver B.C. He is married with two grown children and resides on the family farm growing kiwis, blackberries and conifers. Herb came to Canada in the fall of 1969 to study and improve his English but stayed and has been in business since 1973.

Until today Herb built, develops and operates multiple land and hospitality ventures, from the original pups like Bimini's and the Duke of Wellington to the Belmont Golf-course or the Bedford House in Fort Langley.

For the last 10 years Herb is also the Canadian agent and representative for Josef Binder gmbh in Baernbach, an Austrian bio energy boiler manufacturing firm. The success with Binder bio boilers has been most evident in the Canadian North and the NWT which is the most encouraging jurisdiction in North America for this type of fossil fuel replacing heating equipment.

Herb Feischl sees a very bright future for renewable energy for this country, 'if only we could get on with the job, Canada would be one of the leading nations of the world in this energy use'.



## CHRISTIAN PUSTERHOFER

Design Engineer; Commissioning Engineer; Project Manager; Product Manager; Sales & Marketing, Austrian Energy & Environment AG

After completing his engineering degree, Mr. Pusterhofer has been in the POWER PLANT Business with Austrian Energy & Environment AG and forerunner-companies since 1990.

He has held since then many positions from Design engineer; Commissioning engineer; Project manager; Product manager; Sales & Marketing and since 2007 Director of Fluidized Bed Technologies.

With a team of experienced AE&E Austria engineers, he is responsible for the technical support of AE&E subsidiaries worldwide on Fluidized Bed Technology projects in the Sales phase, Project execution phase and for After Sales Service.



## MARTIN H. HOESCHELE

Partner, BDO Canada LLP

Martin is BDO's Canada's country coordinating partner for Austria, Germany and Switzerland, and is in overall charge of service delivery to their large number of clients that are subsidiaries of Austrian, German and Swiss groups. He has over 20 years experience as an auditor and adviser to such clients. He frequently assists other partners of the firm with cross-border issues.

Martin speaks fluent German. His experience includes coordinating the audit, tax and consulting needs of large and small manufacturing, construction and distribution subsidiaries of many European groups, both publicly traded and privately owned, as well as real estate syndicates.

Professional Designations & Education  
Diplom-Volkswirt, University of Karlsruhe, Germany, 1982  
Chartered Accountant (CA), Ontario, 1986



## JEFF REID

Senior Manager Indirect Tax, BDO Canada LLP

Jeff has over 15 years of experience focusing on Commodity Taxes in Canada. Prior to joining BDO he was responsible for Canadian sales tax compliance for one of the world's largest telecommunications equipment manufacturers.

Jeff has effectively managed outsourced commodity tax engagements on behalf of another "Big 4" accounting firm prior to joining BDO.

Professional Designations & Education  
BA, Trent University, Ontario, 1988  
Canadian Institute of Chartered Accountants' Tax In-Depth GST and PST Tax Courses



## HANS JÖRG JUNGER

Vice President and General Manager Steel Region NAFTA. RHI Canada

Mr. Junger graduated at the Bundeshandelsakademie Liezen, Austria and received the Dipl.- Ing. Degree in Metallurgy (Master of Science in Metallurgy). For his excellent diploma thesis, he was awarded with the Ebner prize (scholarship). During his study years, he collected experience as a student worker in many different mining and metallurgy companies through out Europe.

His employment with RHI started in 1994 as part of the technical Marketing Department for Steel. Following several management positions within Technical Marketing, he decided in 2006 to take the challenge to develop the North American market as Director Marketing Steel & Flow Control North America in Burlington, Ontario. Since 2009, Mr. Junger is responsible for the Steel Business in the whole region NAFTA as Vice President and General Manager Steel Region NAFTA.





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**CONSULATE GENERAL OF AUSTRIA  
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**UPCOMING EVENTS OF THE  
CONSULATE GENERAL OF AUSTRIA  
– COMMERCIAL SECTION**

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**June 22 - 25, 2010**

**FACT-FINDING MISSION - PUBLIC INFRASTRUCTURE AND  
FOCUS ON TRAFFIC ENGINEERING**

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**August 15 – 18, 2010**

**ALBERTA GIFT SHOW**

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**September 12 – 16, 2010**

**GREEN ECONOMY INFRASTRUCTURE: Renewable energy in  
Canada**

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**October 18 – 19, 2010**

**FACT-FINDING MISSION - AUTOMOTIVE**

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**October 25 – 26, 2010**

**GROCERY INNOVATION CANADA 2010**

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**November 3 - 4, 2010**

**2010 CANADIAN WASTE & RECYCLING EXPO**

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For further details, please visit us online at  
[www.advantageaustria.org/ca](http://www.advantageaustria.org/ca)

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