



Agenda for Low Carbon and Circular Economy Business Action in Canada (LCBA Canada) Project Launch

04 March 2021	
Time (CET)	This event will be bilingual; livestreamed; and participants may send questions by chat.
16:30 - 16:35	INTRODUCTION Bilingual Moderator
16:30 – 16:50	PROGRAMME PRESENTATION Brief presentation of the overall context of the Low Carbon Business Action, its objectives, opportunities, and outcomes. Presentations by: Eva Maria Revilla Penaranda DG GROW, European Commission of the European Union: <i>on EU LCBA Programme</i> Maud Labat Trade Counsellor Delegation of the European Union to Canada: <i>on EU-Canada trade opportunities, in the context of the Canada-European Union Comprehensive Economic and Trade Agreement or CETA</i> Ana Guallarte Programme Manager, Foreign Policy Instruments (FPI); Delegation of the European Union to Canada: <i>on LCBA Canada Project Overview; & Introduction of the Consortium and Implementation Team.</i>
16:50 – 17:00	Overview of Canadian Market's Priority Business Opportunities & Milestones Presentation on key Canadian sectoral business opportunities, growth areas, and challenges faced by industry toward a green economy transition. We will also highlight the first wave of Challenge Tender opportunities for European firms. Peter J. Hayes LCBA Canada Team Leader: <i>on Introduction to Project Objectives & Launch and Introduction to Technical Assistance</i> Carol-Ann Brown LCBA Canada Matchmaking Lead: <i>on Snapshot of Canada's Market Demand Landscape and Business Opportunities; & April Challenge Pitch</i> Todd Allmendinger LCBA Canada Cleantech Business Development Advisor: <i>on LCBA Project Challenge Process; and Opportunities for EU SMES & Small Mid-Cap</i>
17:00 – 17:50	Interactive Session with Live Q & A and Chat Responses
17:50 – 17:55	CLOSING SESSION Moderated by Ana Guallarte – Thank you, wrap-up and next steps.