

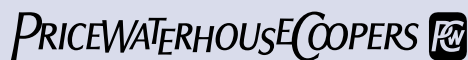
# PROFESSIONAL DEVELOPMENT SERIES

Presented by



CANADA'S VENTURE CAPITAL & PRIVATE EQUITY ASSOCIATION  
ASSOCIATION CANADIENNE DU CAPITAL DE RISQUE ET D'INVESTISSEMENT

2008 SERIES  
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## GLOBAL CUSTOMERS, INVESTORS AND ACQUIRERS: DO OR DIE

"Going global" is no longer an option for many companies. This session will examine issues and strategies in building international networks that will lead to business opportunities and enhanced returns. Learn how to link into international networks of customers, partners, acquirers and investors to better position your companies for global success. The role that social technologies can play in fostering these global networks will also be discussed.

WEDNESDAY, OCTOBER 15<sup>TH</sup>, 2008  
TORONTO – MaRS Centre, 101 College Street

	Eastern Daylight Time
<b>REGISTRATION</b>	1:00 – 1:30 p.m.
<b>INTRODUCTION</b>	1:30 – 1:35 p.m.
<b>Sunil Selby</b> , <i>Chair, CVCA PD Committee and Managing Partner, Trellis Capital</i>	
<b>SESSION 1: THE BIG PICTURE – KEY STRATEGIES FOR CREATING ESSENTIAL INTERNATIONAL NETWORKS</b>	1:35 – 2:20 p.m.
<b>Jennifer Brooy</b> , <i>Vice President, EDC Equity</i>	
<b>Rajiv Pancholy</b> , <i>Chairman and CEO, TenXC Wireless</i>	
By referencing the real-life example of TenXC Wireless, this session will focus on determining at what stage and where in the business to introduce global business contacts and practices, setting reasonable expectations for how long it will take to benefit from these networks, and securing discrete quick wins. Names of contacts and groups that can help companies and investors develop their international networks will be provided.	
<b>SESSION 2: RELATIONSHIPS WITH GLOBAL SYNDICATE PARTNERS AND ACQUIRERS – THE VIEW FROM HOME AND ABROAD</b>	2:20 – 3:30 p.m.
<b>Moderator:</b> <b>Scott Aldsworth</b> , <i>Vice President and East Coast Regional Director, High Street Partners, Inc.</i>	
<b>Panelists:</b> <b>Peter Crombie</b> , <i>Partner, Emerald Technology Ventures</i>	
<b>Robert Genieser</b> , <i>Managing Partner, Vertex Venture Capital</i>	
<b>Ajoy Mallik</b> , <i>Global Head, Venture Capital for the Co-Innovation Ecosystem (COIN), TATA Consultancy Services</i>	
This panel discussion of international fund managers and consultants will highlight past experiences in cultivating international relationships and how these relationships were used to source deal flow, build portfolio company value, and attract international LPs. Concrete examples of past deals where international networks contributed to new business opportunities, profitable exits, and enhanced valuations will be presented.	
<b>COFFEE / NETWORKING BREAK</b>	3:30 – 3:55 p.m.
<b>SESSION 3: USING SOCIAL TECHNOLOGIES TO ACCELERATE A GLOBAL STRATEGY</b>	3:55 – 4:45 p.m.
<b>Jevon Macdonald</b> , <i>Founder, Firestoker.com, (co-Founder of StartupNorth.ca, WirelessNorth.ca, CommunityNorth.ca and StartupIndex.ca)</i>	
<b>Rob Lane</b> , <i>CEO, Co-Founder, Overlay.TV</i>	
Companies are increasingly using social technologies such as blogs, Twitter, wikis, YouTube, LinkedIn, and Facebook, discussion forums and online reviews to build their businesses. By harnessing the power of these technologies, companies are innovating like never before – by collaborating with customers and partners from all over the world.	
<b>NETWORKING COCKTAIL RECEPTION</b>	4:45 – 6:00 p.m.

THIS SEMINAR IS BEING VIDEO BROADCAST INTO VANCOUVER, CALGARY, WINNIPEG,  
OTTAWA, MONTREAL, QUEBEC CITY, HALIFAX AND FREDERICTON.

You must register by 9 a.m., Friday October 10th to be included on the attendee list.

For more CVCA events, visit: [www.cvca.ca](http://www.cvca.ca)

# PROFESSIONAL DEVELOPMENT SERIES



## GLOBAL CUSTOMERS, INVESTORS AND ACQUIRERS: DO OR DIE

WEDNESDAY, OCTOBER 15, 2008

### REGISTRATION FORM

OR REGISTER ON-LINE AT [WWW.CVCA.CA](http://WWW.CVCA.CA)

**DATE:** Wednesday, October 15, 2008

**VENUE:** MaRS Centre, 101 College Street (at University)  
Toronto, Ontario

**COST:**  Toronto  CVCA Members Rate: \$199.00 + GST (9.95) = \$208.95  
 Non-members Rate: \$299.00 + GST (14.95) = \$313.95  
 Other \_\_\_\_\_

Video Conference Sites (check your site) \$70.00 + GST (3.50) = \$ 73.50

Vancouver  Calgary  Winnipeg  Ottawa  Montreal  Quebec City  Fredericton  Halifax

**SPECIAL  
4th person  
from the same  
company is  
FREE\***

\* Applies to attendance  
at same location.

**You must register by 9 a.m., Friday October 10th to be included on the attendee list.**

Name: .....

Title: .....

Company: .....

Tel: .....

E-mail: .....

Address: .....

Payment by cheque  VISA  AMEX  Mastercard (Please complete section below)

Credit card number ..... Expiry date .....

Cardholder name .....

Cardholder signature .....

*Please make your cheque payable to CVCA and mail to the office. If you have indicated credit card payment, a receipt will be mailed to you. Please be advised that there will be no refund for cancellations. Substitutions are permitted.*

GST Reg. No. R119699577

CVCA, MaRS Centre, Heritage Building, 101 College Street, Suite 120 J, Toronto, Ontario M5G 1L7

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# PRIVACY PRACTICE

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- ◆ to administer the CVCA and any events held by or in relation to the CVCA;
- ◆ to contact you to provide you with information about CVCA and industry events and sponsorship opportunities for CVCA events;
- ◆ to publish an attendee list for events with your contact information to distribute to all attendees of the event. The attendee list may also be used by sponsors to contact attendees about the sponsor's organizations or events;
- ◆ to provide information to third parties such as researchers for data collection and research reports;
- ◆ to aid service providers we use to support our business (e.g. technical support or third parties administering credit card payment systems), in which case we will require third parties to protect the privacy of the information they have access to; and
- ◆ where permitted or required by applicable laws, court orders or government regulations.

You have the option to refuse the collection of personal information and, subject to certain legal or contractual restrictions and reasonable notice, to withdraw your consent to the continued use and disclosure by the CVCA of information previously collected. You may withdraw your consent by writing to the Privacy Officer at the address provided below. Please note that such refusal or withdrawal may render the CVCA unable to provide you with membership or participation in certain events or with certain CVCA services.

