



# Let's Talk Exports

LIMITED  
TICKETS  
AVAILABLE

The more you know... *the better you can plan.*

## So plan on attending Let's Talk Exports

Now more than ever, your business is being affected by economic and political activities across the globe, regardless of whether you are exporting or not.

Northern Ontario Business and EDC are partnering to bring you the most up-to-date information available on the global economy and how it impacts your business.

Join EDC's Peter Hall, Vice President and Chief Economist at this year's **Let's Talk Exports** event on Friday, April 30, 2010 and find out what you can expect in the next year with regard to:

- interest rates
- currency fluctuations
- how to minimize risks and maximize opportunities
- what the export outlook is for your industry
- how you can succeed in the global marketplace

Plus, each attendee will receive access to EDC's sought-after Global Export Forecast, 2010 Spring Edition.

## Peter Hall

Vice-President and Chief Economist  
Export Development Canada



Peter Hall joined Export Development Canada (EDC) in November 2004. He has over 20 years of experience in domestic and international economic analysis and forecasting. Mr. Hall is responsible for overseeing economic and political risk analysis at EDC and the company's information centre. In addition to advising senior management at EDC, Mr. Hall is a featured speaker at conferences across the country, and regularly appears in television, radio and print media commenting on recent economic developments and implications for the outlook.

Prior to joining EDC, Mr. Hall directed the economic forecasting activities of the Conference Board of Canada. He also served on the economic forecasting staff of a major Canadian utility. Mr. Hall has served as a member of roundtables on the economies of the Eurozone and the Asia-Pacific region.

Mr. Hall is immediate past president of the Ottawa Economics Association, a 300-member local association of professional economists, and has served on the board of the Canadian Association for Business Economics. Mr. Hall has degrees in economics from Carleton University and the University of Toronto.

EDC is Canada's export credit agency, offering innovative commercial solutions to help Canadian exporters and investors expand their international business. EDC's knowledge and partnerships are used by more than 8,300 Canadian companies and their global customers in up to 200 markets worldwide each year. EDC is financially self-sustaining and is a recognized leader in financial reporting, economic analysis and has been recognized as one of Canada's Top 100 Employers for eight consecutive years.

**DATE: FRIDAY, APRIL 30, 2010 - 7:15 a.m.**

Tickets: \$26.25 (GST included). Includes breakfast. Howard Johnson  
Plaza Hotel, Conference Lounge - 50 Brady St. Sudbury, ON 675-5602

**Deadline for registration is Friday, April 23, 2010**

To find out more and to register, visit [www.edc.ca/lte](http://www.edc.ca/lte) or call Sheila O'Neil at (705) 673-5705 x.369 [sheila@nob.on.ca](mailto:sheila@nob.on.ca)