

# Unleashing the Power of the Mega-Region

HARNESSING THE POTENTIAL OF THE CANAM MARKET

Learn about the benefits that the region provides, while you **connect** with others interested in developing business in the Mega-Region!

Population: **9 Million**

Regional GDP: **\$400 B**

Facilitated Bi-National Trade Processed at Buffalo Niagara Ports: **\$85 Billion**



## BUFFALO NIAGARA PARTNERSHIP

Our Mega-Region =

Greater Toronto <.....> Buffalo Niagara

Annual Exports:

\$19.9 B

\$14.3 B

**THURSDAY, APRIL 14, 2016**

1:30 – 5:00 PM

**SENECA NIAGARA RESORT & CASINO**

310 4th St. Niagara Falls, NY 14303

### TICKETS:

**\$50 MEMBER TICKET** (of any of these three organizations)

**\$75 FOR NON-MEMBERS**

- **Expert testimonials** on using the region to enhance business
- Keynote by **Nadja Piatka**, President & CEO of Nadja Foods
- Connect during our interactive **Table Talks** sessions
- Contribute to the content with **live polling** throughout the event

STRATEGIC PARTNERS:



**Register today**

For more information, contact Catherine Muth:

cmuth@thepartnership.org | 716-541-1739 | thepartnership.org/events-calendar

# Unleashing the Power of the Mega-Region

HARNESSING THE POTENTIAL OF THE CANAM MARKET

## Agenda

### 1:30 | REGISTRATION & NETWORKING

### 2:00 | WELCOME & OPENING REMARKS

*Dottie Gallagher-Cohen, President & CEO, Buffalo Niagara Partnership*

*Mishka Balsom, President & CEO, Greater Niagara Chamber of Commerce*

*Keanin Loomis, President & CEO, Hamilton Chamber of Commerce*

Highlighting the economic importance of the Mega-Region, while representing views from both sides of the border, the panel will discuss successes, challenges, opportunities and top concerns in the region today.

### 2:15 | KEYNOTE: NADJA PIATKA, CEO OF NADJA FOODS

*Introduction by Audrey Oswell, Chief Operating Officer, Seneca Gaming Corporation*

Nadja has built a juggernaut food business using the power of the Mega-Region. Her story, featured on the Oprah Winfrey show, and her ability to take advantage of cross-border opportunities is inspiring. She will challenge your thinking and kick off our interactive Table Talks.



*Nadja made a dream come true. Armed only with an idea and a \$100 investment, she became an international supplier to the food industry. She believed the world needed better tasting healthy food, so she began testing and baking, out of her own kitchen, and delivering her products to local coffee shops.*

*When her customer base grew, she outsourced her production and within a year became a supplier to McDonalds Canada (where, 21 years later, her healthy cranberry/orange muffin is still on the menu). Nadja Foods is now a supplier to Subway, Sysco, Gordon Food Service and other large restaurant chains and retailers in the US and Canada.*

### 3:00 | INTERACTIVE TABLE TALKS

Specifically designed to connect businesses from different industries interested in doing business together, these facilitated discussions offer the setting to learn firsthand how to take advantage of cross-border opportunities while developing new relationships.

### 4:15 | OPEN NETWORKING

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