

# 2025 CANADA CONFERENCE



JUNE 1-3, 2025 | TORONTO, ONTARIO



**THIS EVENT HAS BEEN APPROVED FOR 10 CEUS FROM BOTH NEI AND CBP**  
**\*LUNCH & LEARN ATTENDEES MAY ADDITIONALLY RECEIVE UP TO 2 CEUS.**

## Sunday, June 1

|                 |  |
|-----------------|--|
| 4:00pm - 6:00pm | Registration/Event Check-In: Varley  |
| 4:15pm - 6:00pm | Networking Welcome Reception hosted by Calgary and Toronto ICPA DATA Groups and CEVA |

## Monday, June 2

|                 |   |
|-----------------|---|
| 7:00am - 8:30am | Breakfast: Toronto I  |
| 7:30 AM         | Registration Opens  |
| 8:15am - 8:45am | Welcome Remarks by Elisabeth Sherrell, ICPA & George Reid, Bennett Jones: Toronto I |

| TRACK             | Imports  | Exports   | General  | Innovative Solutions   |
|-------------------|--|---|--|--|
| Conference Room   | Toronto I  | Toronto III   | Jackson/Carmichael   | Tom Thomson  |
| 9:00am - 10:00am  | Valuation: How Canada is Different Than the U.S.<br><i>John Bassindale</i>   | U.S. Update Under President Trump<br><i>Chad Swance &amp; Bonnie Kersch</i>   | E-Commerce & De Minimis: U.S. Updates<br><i>Robert Stein</i>               | Navigate Tariff Volatility & Trade Compliance with SAP GTS<br><i>Amarendra Singh</i>   |
| 10:00am - 10:15am | Break  |   |  |  |
| 10:15am - 11:15am | Surviving a CBSA Audit in the Post-CARM Era<br><i>Penny Moulton</i>  | ADVANCED Canadian Sanctions and Export Control Updates<br><i>Jeff Fraser</i>  | WORKSHOP Rules of Origin<br><i>John Elias</i>                              | Harnessing the Power of Trade Data to Fuel Your Business<br><i>Angela Aaron</i>  |
| 11:30am - 12:30pm | Lunch: Toronto I   |   |  |  |
| 12:30pm - 1:30pm  | Who Ya Gonna Call? - Demystifying Trade Consultants, Trade Lawyers, and Customs Brokers - Toronto 1<br><i>George Reid - Bennett Jones, Susan Dafoe - Cole, Bonnie Kersch - Magnolia Global Trade Solutions</i><br>Moderator: <i>Grant Semick - 3rdwave</i> |   |  |  |
| 1:30pm - 1:45pm   | Break  |   |  |  |
| 1:45pm - 2:45pm   | Canadians Doing Business with China<br><i>Vincent Routhier</i><br><i>Cindy Ho</i>  | Export Diversification Opportunities and Strategies<br><i>Terry Cowl</i>  | ADVANCED Canadian Forced Labour Update<br><i>Sabrina A. Bandali</i>        | FTA Risk Mitigation Through Automation<br><i>Mike Thompson</i>   |
| 2:45pm - 3:15pm   | Snacks, Coffee and Conversation: Toronto Foyer   |   |  |  |
| 3:15pm - 4:15 pm  | Heads Up! Communicating Change to Non-Trade Professionals<br><i>Panel</i>  | ADVANCED Strategic Customs & Compliance Insights for the U.S. & Canadian Companies Trading with Mexico<br><i>Brenda Cordova</i> | How to Advance Your Global Trade Compliance Career<br><i>Bonnie Kersch</i> | Beyond the Tariff Storm: Stress-Testing Your Trade Compliance Program for the New Global Reality<br><i>Chris Scalisi</i><br><i>Jim Trubits</i> |
| 4:30pm - 6:00pm   | Networking Reception Hosted by ICPA - Poolside Terrace, Second Floor (Weather Permitting)  |   |  |  |

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## Tuesday, June 3

7:00am - 8:30am

*Breakfast: Toronto I*

8:30am - 8:45am

*Remarks - Recap of Day #1 by George Reid, Partner, Bennett Jones: Toronto I*

| TRACK             | Imports   | Exports   | General  | Innovative Solutions   |
|-------------------|---|---|--|--|
| Conference Room   | Toronto I   | Toronto III   | Jackson/Carmichael   | Tom Thomson  |
| 9:00am - 10:00am  | Leveraging Canada's FTAs<br><i>Martha Goncalves</i>   | <b>ADVANCED</b><br>Forced Labour in the U.S.<br><i>Adrienne Braumiller</i>  | Canadian HS Classification<br><i>Meenu Rama</i>  | Stop Drowning in Paperwork<br>Automate Compliance with AI<br><i>Edward Ko</i>          |
| 10:00am - 10:15am | <i>Break</i>  |   |  |  |
| 10:15am - 11:15am | Valuation Amendments or:<br>How I Learned to Stop Worrying<br>and Love the VFDR<br><i>Jessica Horwitz</i> | What's Going on in Europe?<br><i>Ilja Kogan</i>   | Duty Mitigation Strategies<br><i>Sonya Cventanovski &amp; James Sawyer</i>   | Maximizing your Post Event<br>Experience<br><i>Elisabeth Sherrell &amp; Benita Lee</i> |
| 11:30am - 12:30pm | <i>Lunch - Toronto I</i>  |   |  |  |
| 12:30pm - 1:30pm  | Mastering the CARM Portal: A Guide to<br>Reports, Notifications & More<br><i>Bruno Biondi</i>             | <b>ADVANCED</b><br>U.S. Importing-Avoiding<br>Enforcement Nightmares<br><i>Larry Hanson</i>   | From Manual to Machine: AI's Role in<br>the Next Era of Trade Compliance<br><i>Grant Sernick, Edward Ko,<br/>Crystal Hessels, Raul Terroba</i> |  |
| 1:30pm - 1:45pm   | <i>Break</i>  |   |  |  |
| 1:45pm - 2:45pm   | Why Would You Tell Me That?<br>Canadian ADD/CVD (SIMA)<br><i>George Reid</i>                              | CUSMA/USMCA/T-MEC:<br>Countdown to Showtime!<br><i>Adrienne Braumiller, Brenda Cordova,<br/>Jessica Horwitz, Larry Hanson,<br/>Vincent Routhier</i> | Managing Both Sides of the Border<br><i>Bonnie Kersch</i>  |  |
| 2:45pm - 3:15pm   | <i>Snacks, Coffee and Conversation: Toronto Foyer</i>   |   |  |  |
| 3:15pm - 4:15 pm  | Global Economic Outlook - Toronto I<br><i>Meena Aier</i>  |   |  |  |
| 4:30pm - 5:00pm   | Conference Wrap Up - Plenary Session - Toronto I  |   |  |  |