



**Western Canada Economic Forum**  
**January 24 & 25, 2024**  
**The Petroleum Club, Calgary, Alberta**

**Wednesday, January 24, 2024**

**8:00AM**      **Registration: Coffee and Networking**

**8:30AM**      **Welcome and Opening Remarks**

Land Acknowledgement and Economic Reconciliation Call to Action  
Chris Sicotte, Chair of the Board  
Sparrow Hawk Developments (Peepeekisis Cree Nation)

Western Canada Economic Forum Introduction  
Alex Fallon, Founder and Co-Chair

Host Organization, Welcoming Remarks  
Brad Parry, Chief Executive Officer  
Calgary Economic Development

**9:00AM**      **Government of Canada: Growth in the West and Growth in Canada**

Maninder Sidhu  
Parliamentary Secretary to the Minister of Export Promotion, International Trade  
and Economic Development  
Government of Canada

Diane Gray  
President  
Prairies Economic Development Canada (PrairiesCan)  
Government of Canada



**9:35AM The Economic Outlook for the West and for Canada**

*Moderator: Annette Bester, Partner, National Credit Union Leader, MNP*

Mark Parsons  
Chief Economist  
ATB Financial

Marie-France Paquet  
Chief Economist  
Global Affairs Canada

**10:15AM STRETCH & COFFEE BREAK**

**10:30AM A Provincial Perspective on Economic Growth**

*Moderator: Hon. Gary G. Mar, KC, President and CEO, Canada West Foundation*

Jodi Banks  
Deputy Minister  
Ministry of Trade and Export Development, Government of Saskatchewan

David James  
Deputy Minister  
Ministry of Technology and Innovation, Government of Alberta

**11:15AM Business Opportunities & Challenges for Growth in the West**

*Moderator: Shauna Feth, President and CEO, Alberta Chamber of Commerce*

Prabha Ramaswamy  
Chief Executive Officer  
Saskatchewan Chamber of Commerce



Adam Legge  
President  
Business Council of Alberta

Chuck Davidson  
Chief Executive Officer  
Manitoba Chamber of Commerce

**12:00PM LUNCH – Sponsored by BHP (video)**

**12:40PM Presentation:** The Westerly Award for Outstanding Contribution to Economic Development in the West

**1:00PM Financing Business Growth Across the West**

*Moderator: Richard Arthurs, Partner, National Leader - Internal Audit, MNP*

Chris Fowler  
Chief Executive Officer  
Canadian Western Bank

Paul Poscente  
Chief Executive Officer  
Axxcelus Capital Advisory

Ted Bauer  
VP Engagement and External Relations  
Alberta Indigenous Opportunities Corporation

**1:45PM Investment Attraction, Trade and Export Development**

*Moderator: Vina Nadjibulla, Vice-President, Research & Strategy, Asia Pacific Foundation of Canada*



Jacque Griffiths  
President  
Invest Vancouver

Chris Dekker  
Chief Executive Officer  
Saskatchewan Trade & Export Development (STEP)

Mark Livingston  
Regional Vice President  
Export Development Canada

**2:30PM: BREAK**

**2:50PM: Transformational Growth Opportunities for the West**

Heather Exner-Pirot  
Senior Fellow  
The Macdonald-Laurier Institute

Drew Zieglansberger  
Executive Vice-President and Chief Commercial Officer  
Cenovus Energy

**3:30PM: The West, First Nations and Canada - Can We Grow Together?**

Ken Coates  
Distinguished Fellow and Director of Indigenous Affairs  
The Macdonald-Laurier Institute

Blaine Favel  
Founder, First People's Pipeline  
Past Chief, Federation of Sovereign Indigenous Nations



#### **4:00PM KEY NOTE: Unlocking the Full Potential of Economic Growth in the West**

*Introduction: Gillian McCormack, National Director, Clients & Industries, Bennett Jones and Co-Chair, WCEF 2024.*

The Honourable Christy Clark  
Senior Advisor, Bennett Jones  
Former Premier of British Columbia

#### **4:30PM Closing Remarks & Host City 2025 (video)**

Alex Fallon  
Founder and Co-Chair  
Western Canada Economic Forum

#### **4:45PM END OF PROGRAM**

*Networking and beverages available to 6:00pm in the Petroleum Club Lounge.*

## **DAY 2**

### **Thursday January 25, 2024**

#### **WCEF Leadership Roundtable on Economic Development in the West**

At this invite only morning session, twenty economic development leaders from across British Columbia, Alberta, Saskatchewan and Manitoba will convene to share economic development strategies and highlight best practice across Western Canada.

This leadership group will create a new network of leaders committed to economic growth across the west. The group will be invited to present at WCEF 2025 on 'Economic Development Best Practice in Western Canada'.



**AGENDA:**

- 8:30AM**      Registration & Coffee
- 9:00AM**      Welcome and Introduction (Chair)
- 9:15AM**      Marketing & Technology Tools to Communicate Location Advantages  
(LocalIntel)
- 9:30AM**      Participants Overview of Current Economic Development Strategies
- 11:00AM**     Identification of Best Practice Roundtable
- 12:00PM**     Identification of Best Practice Roundtable (Working Lunch)
- 1:00PM**      Summary of Best Practice
- 1:30PM**      End of Roundtable

**END of WCEF 2024.**