

CROSS-BORDER TRADE & INVESTMENT PRESENTATION & Networking Event

September 20 | Portland, Maine

REGISTER NOW!



Thank You For Attending!



The New England-Canada Business Council was thrilled to welcome on Tuesday evening, Sept. 20, nearly 50 attendees for our first in-Maine, in-person event since the pandemic, featuring a presentation by Consul General **Rodger T. Cuzner** and a panel discussion on opportunities and challenges in Maine-Canada and New England-Canada trade generally.

In a lively, hour-long conversation and Q&A, we heard about the revival of cross-border tourism and the need for restoring more flights among destinations in Atlantic Canada, New England, and Quebec; the growing challenges to the Gulf of Maine from climate

change and what they could mean for the economies of Maine and Nova Scotia; and how businesses and inventors in both countries are using innovative technologies to improve the cost and performance of products in industries that traditionally represent a large share of cross-border trade like fisheries and forest products.

Another big topic of discussion: How both our countries could and should strengthen cross-border trade in the materials and components needed for growing adoption of electric vehicles and many other technologies and products to reduce our shared dependency on China. "Long and tight supply lines are too fragile in today's world," said panel participant **Peter DelGreco**, CEO of Maine & Company, a privately funded business attraction and economic development organization. With EV battery materials specifically, Mr. Cuzner noted: "You have a friendly, close neighbor and ally who has these minerals."

Also participating in the conversation were: **Dina Santos**, Consul and Head of the Commercial Section at Canadian Consulate in Boston; Maine International Trade Center Senior Trade Specialist **Zeynep Turk**; and NEWS CENTER Maine anchor and reporter **Zach Blanchard** as interviewer and moderator. The occasion offered an opportunity for NECBC to introduce Canada's new Honorary Consul in Maine, **Susan V. Morris**.

Pierce Atwood graciously welcomed us to their beautiful fifth-floor conference room overlooking Portland Harbor. NECBC also deeply appreciates sponsorships and support from the Canadian Consulate in Boston, TD Bank, Comcast, and the Maine Bankers Association. I was pleased and grateful to be joined at the event by my fellow NECBC board members **Timothy Egan**, **John Gulliver**, **Tom Kent**, **Bill Luthern**, **Carolyn O'Connor**, and **Jeff Terrey**. John Gulliver, a Portland area native who recently retired from a prominent legal career with Pierce Atwood, is NECBC's First Vice President and president-designate for a 2023-25 term. **Janine Bisailon-Cary**, another NECBC board member, president of Maine's Montserrat Group, and former president of the Maine International Trade Center, played a critical role in designing and executing the evening.

After the panel discussion, we enjoyed an hour-plus of warm and friendly networking and reconnecting, as well as delicious smoked salmon complementarily provided by Cooke Seafood. Among many other great connections made that evening, one Maine-based attendee with a tax issue related to a business he owns in Nova Scotia got some on-the-spot assistance from Consul Cuzner's staff. Not something you can do so easily on Zoom!

During his remarks, Consul General Cuzner recounted a recent "quiet diplomacy" success in the Inflation Reduction Act that prevented the erection of new trade barriers in the highly integrated U.S. and Canadian automobile manufacturing industries. (Given how many parts move back and forth between Michigan and Ontario and other parts of the U.S. and Canada, the typical car "crosses the border" 8

times while being manufactured, the consul general explained.)

"You didn't see Canadians and Americans fighting in public about this issue. This quiet diplomacy was successful," Mr. Cuzner said. The larger lesson he highlighted about that process, also underscored by our warm and productive gathering Tuesday night: "These relationships between Canadians and Americans are important, they're integral, and we have to maintain them."

The NECBC was delighted to do our part in Maine this week to maintain and strengthen these important cross-border relationships and our valuable trade and cultural connections. We look forward to many more gatherings building stronger connections throughout New England and Eastern Canada in the months and years to come. We thank everyone who attended and, one more time, all our generous sponsors.

Peter J. Howe

President, New England-Canada Business Council



At the NECBC event at Pierce Atwood Sept. 20, from L to R: NECBC President **Peter Howe**, Maine International Trade Center's **Zeynep Turk**, the Canadian Consulate's **Dina Santos**, NEWSCENTER Maine's **Zach Blanchard**, Honorary Canadian Consul **Susan Morris**, Maine & Co. CEO **Peter DelGreco**, and Consul General **Rodger T. Cuzner**. (Photo by Timothy Egan)

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