

Meet the global financial community at SIBOS conference and connect with the local FinTech ecosystem in Toronto!

FINTECH MISSION CANADA



OFFICIAL PROGRAM



PARTNERS



FINTECH FACT FINDING MISSION TO EASTERN CANADA

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1. Who should participate and why?

Switzerland Global Enterprise (S-GE) and the Swiss Business Canada (SBH Canada) are organizing a fact finding mission for finance & technology (“FinTech”) companies to Eastern Canada. The mission is organized in collaboration with the Swiss Finance & Technology Association (SwissFinte.ch), the Embassy of Canada to Switzerland and MaRS Discovery District in Toronto.

We offer a coordinated Swiss participation at one of the biggest events in FinTech globally, the SIBOS conference (Module 2). It is a challenge for FinTech companies to find their way into SIBOS on their own. Thus, this mission is an excellent opportunity to collect firsthand insights into business behavior and culture of Canada through personal contacts with representatives from the FinTech ecosystems. Participants will get the chance to encounter technology providers, financial services firms, venture capitalists and evangelists in Montreal and in the Toronto-Waterloo Fintech Corridor (Modules 1-3), providing a springboard for new business opportunities and qualified contacts. All participants will be allowed to fully focus on networking as all logistical aspects (accommodation, transport and meals) are taken care of.

This fact finding mission targets FinTech entrepreneurs, founders of start-ups and small to medium sized companies operating in the field of FinTech in Switzerland and Liechtenstein, as well as representatives of banks and financial institutes. The program focuses on the needs of entrepreneurs with an interest in expanding their business internationally; however, it is also open for consultants and professionals in the financial sector in general.

2. Highlights

- Participation at the Forum on Artificial Intelligence in Financial Services (Canada Fintech Forum 2017) in Montreal
- B2B meetings with VC Firms (Ferst Capital, M2S Capital etc.) and organizations such as FinfousionMTL
- Participation at SIBOS 2017, the world’s premier financial services event, organized by SWIFT
- Networking with FinTech experts as well as potential partners and clients
- Swiss Digital Invest Evening hosted by Ruth Metzler, President of S-GE, networking with Canadian FinTech companies
- Swiss Digital Evening at one of the world’s leading Universities in Toronto
- Tour of the Toronto-Waterloo fintech corridor, part of the second largest IT cluster in North America



3. Why Canada?

Contributing almost 800'000 jobs and 7% to the GDP, Canada's financial services sector is one of the most stable and trusted globally. Canadians have a high level of trust in their banking system: only one in ten Canadians see banking transactions or payments via smartphone as a security risk. Since 2015, the acceptance level for financial technology products is on a steady rise. In 2016, the number of users was almost three times that of the previous year, and the country saw a wave of new start-ups. FinTech companies like **Dream Payments**, **Shopify** or **Lightspeed Retail** have gained international traction out of Canada. According to Deloitte's Canadian Tech Index, 7 out of the 50 fastest growing companies are in the FinTech sector.

Banks and large financial institutions may lose as much as 60% in retail profits to FinTech outfits over the next decade, according to McKinsey. This shift is creating huge opportunities not only for FinTech companies, but also for traditional financial institutions that would rather disrupt than be disrupted. Big Canadian banks such as the **Bank of Montreal (BMO)**, **Scotiabank**, **Canadian Imperial Bank of Commerce (CIBC)**, **Royal Bank of Canada (RBC)** and **Toronto-Dominion Bank (TD)**, as well as regional players, such as **Banque Nationale** or **Desjardins**, are going through rapid changes in this context.

Canada today represents a growth market for Swiss providers of financial technologies. A vibrant start-up and venture capital scene has emerged in recent years. Most of the up and coming Canadian companies are active in electronic payment systems and commerce. According to a market research study, technology investments in the Canadian financial sector are set to increase from 12 billion Canadian dollars (9.5 billion CHF) in 2013 to 15 billion (12 billion) in 2018. In 2017, a U.S. investment firm bought Canada's **DH Corp** (DH.TO) in a deal valued at 3.6 billion CAD (2.7 billion CHF). It is considered one of the largest investment deals in Canada in recent years and highlights the growing interest in companies specializing in financial technology and the implications of being close to the U.S. market.

In Toronto, Canada's most important financial center, the country's first FinTech cluster established itself. Banks, insurance companies and payment-solution providers are now working together. Incubators and accelerators such as **MaRS**, **Communitech**, the **DMZ at Ryerson University**, and **OneEleven** support growth and development. Montreal, the world's 16th largest financial center according to the Global Financial Centers Index, is home of several world-class leaders in technology and software development. Specialized venture capital firms such as **Ferst Capital** and **M2S Capital** as well as interesting spillover effects from the gaming and artificial intelligence industry contribute to a vibrant FinTech cluster.

2017 marks the year of **SIBOS** in Toronto. The conference, which was hosted in Geneva in 2016, brings together some 8,000 business leaders, decision makers and topic experts from a range of financial institutions, market infrastructures, multinational corporations and technology partners. With hundreds of speakers and conference sessions, nearly 200 exhibitors and multiple networking events, **SIBOS** is *the* place to discuss business strategy, build networks and collectively shape the future of the financial industry.

Canada is a stable and often underestimated market for Swiss exporters. The signing of an **EFTA-Canada free-trade agreement** in 2009 has contributed to growing exports from Switzerland to Canada, making Canada the number 2 export market behind the U.S. on the American continent. Switzerland has also been among the top ten investors in Canada for many years. Canada's population of 36 million people represents current and potential consumers of Swiss products and services – a vast majority is located within the urban metropolitan areas of Toronto, Montreal or Vancouver. Cultural proximity between Eastern Canada and Europe facilitates business relations. This is why several Swiss companies have been using Canada as a test market for the U.S. and why FinTech companies should also consider doing business in Canada when expanding overseas.

4. Programm

The program consists of three modules (Modules «Montreal», «SIBOS Toronto» and «Toronto-Waterloo FinTech Corridor»), allowing the participants to book each module individually.

MODULE «Montreal»

Day 1 / Monday, 9th October 2017 / Montreal (QC, CANADA)

- Afternoon: **individual arrival in Montreal and transfer to hotel (taxi)**
- 17h00: **Welcome briefing**, followed by light dinner and overnight at ALT hotel, a modern, centrally located 3-star hotel (incl. breakfast)

Day 2 / Tuesday, 10th October 2017 / Montreal (QC, CANADA)

- All day: **forum on "Artificial Intelligence in Financial Services" – Start Up Day**
For more detailed and updated information: <http://www.finance-montreal.com/>
- Meals at the conference included
- Overnight stay at ALT hotel

Day 3 / Wednesday 11th October 2017 / Montreal (QC, CANADA)

- All day: **forum on "Artificial Intelligence in Financial Services" – Conference Day**
Meet the FinTech community and interact with established and new actors. Montreal with its world-renowned gaming industry is well placed to focus on developments in AI. Be aware that some of the speeches and discussions might be in French.
- Meals at the conference included
- Overnight stay at ALT hotel

Day 4 / Thursday, 12th October 2017 / Montreal (QC, CANADA)

- Morning: **How to do business in Canada**. A practical, interactive introduction into the local business culture. We will focus on the way a FinTech company should pitch a business to a VC, potential partner or client in Canada.
- Lunch with a professional service provider (bank, consulting or law firm)
- Afternoon: **2 individual B2B meetings**. According to the profile and interests of the participant, two meetings will be organized and prepared by the SBH (or one of the experts of the SBH) in the Montreal area. Transport included.
- Evening: **FinTech reception at the Consulate General of Switzerland in Montreal**. A chance to meet with the Swiss Canadian Business Community and selected people within the financial sector.
- Official end of Module 1 *
- Overnight

** Please note that an additional, individual program as well as additional overnight stays and the trip to Toronto can be organized upon request. This is, however, not part of the package and will need to be offered in addition.*

MODULE «SIBOS Toronto»

Day 1 / Sunday, 15th October 2017 / Toronto (ON, CANADA)

- Afternoon: **individual arrival in Toronto and transfer to hotel (taxi or Pearson airport train)**
- 18h00: **welcome briefing**, followed by light dinner and overnight stay at Novotel Centre, a centrally located 3-star hotel (incl. breakfast)

Day 2 / Monday, 16th October 2017 / Toronto (ON, CANADA)

- Morning: **"how to do business in Canada"**. A practical, interactive introduction into the local business culture. We will focus on financial services industry and provide an introduction to the local ecosystem.
- Lunch with a professional service provider (bank, consulting or law firm)
- Afternoon: Meeting a **Toronto FinTech incubator/accelerator** (MaRS, Communitel, DMZ)
- Evening: **SIBOS welcome reception**
- All day: transit by bus and all meals included
- Overnight stay at Novotel Centre (incl. breakfast)

Day 3 / Tuesday, 17th October 2017 / Toronto (ON, CANADA)

- All day: **SIBOS conference at the Metro Convention Center**. This year's conference will explore current challenges such as cybersecurity, the opportunities around payments modernization and innovative FinTechs who are expanding the reach of financial services. For more detailed and regularly updated information: www.sibos.com/conference
- 17h30: **Swiss Digital Invest Evening at the National Canadian Club** (location t.b.c.). An exclusive dinner event hosted by S-GE. All Swiss participants at SIBOS as well as selected Canadian FinTech and financial services professionals will be invited. We look forward to the presence of Mrs. Ruth Metzler, President of S-GE, Mrs. Elisabeth Boesch Malinen, Consul General of Switzerland and Mr. Beat Guldimann, former Executive of CIBC and Honorary Consul of Switzerland in Toronto. Selected FinTech companies will be able to present their company.
- Overnight stay at Novotel Centre (incl. breakfast)

Day 4 / Wednesday, 18th October 2017 / Toronto (ON, CANADA)

- All day: **SIBOS conference at the Metro Convention Center**.
- 18h00: **Swiss Digital Evening at a university – meet the researchers and young entrepreneurs**. This event will take place within one of the top ranked universities in this field (University of Toronto or Ryerson University) and is open to all Swiss participants at SIBOS. Several participants will have the possibility to present their company. Presentations and discussions will be followed by an "apéro riche".
- 21h00: transfer back to the hotel organized by the SBH
- Overnight stay at Novotel Centre (incl. breakfast)

Day 5 / Thursday, 19th October 2017 / Toronto (ON, CANADA)

- Morning: **SIBOS conference with Innotribe, a forum designed for technology innovation** – a highlight of the SIBOS conference. It will end with a high-level wrap-up and outlook. Lunch will be served at the conference.
- Afternoon: **At least 1 individual B2B meeting**. According to the profile and interests of the participant, a meeting will be organized and prepared by the SBH (or one of the experts of the SBH). Transport included.
- Evening: **SIBOS closing party**. Should not be missed!
- Late evening: farewell drink with all members of the Swiss delegation at a bar close to the hotel
- Overnight stay at Novotel Centre (incl. breakfast)

Friday October 20th: Individual transfer to Pearson airport / flight to Switzerland (p.m.) / Next day arrival (a.m.).

MODULE «Toronto-Waterloo FinTech Corridor»

Day 1 / Friday, 20th October 2017 / Toronto-Waterloo (ON, CANADA)

- All day: bus ride to the **Toronto-Waterloo fintech corridor**. Meet with 2 to 3 companies and institutions in the second largest IT cluster in North America. You will be able to discover one of the largest start-up ecosystems in the world. Lunch will be provided on the bus.
- Evening: joint dinner organized, based on interest and request (individual payment).
- Overnight stay at Novotel Centre (incl. breakfast)

Saturday October 21st: Individual transfer to Pearson airport / flight to Switzerland (p.m.) / Next day arrival (a.m.).

5. Participant information

LANGUAGE

Module «Montreal»: French / English; Module «SIBOS Toronto», «Toronto-Waterloo FinTech Corridor»: English. No translation will be provided.

PARTICIPATION COSTS

Included in the price:

- All accommodations (3-star hotels), meals and transportation as mentioned in the program
- Participation fee at the forum/conference in Montreal
- Participation fee at SIBOS in Toronto (full week pass)

Not included:

- Transfer from and to airport in Montreal and Toronto (trip to the hotel to be organized individually)
- Generally, one glass of wine or one alcoholic drink per person is included in the overall price. Additional drinks will have to be paid individually
- Minibar and tips at hotels

PRICE PER PERSON (EXCLUDING VAT)

Member Status	All Modules (CHF)	Module «Montreal» (CHF)	Module «SIBOS Toronto» (CHF)	Module «Corridor» (CHF)
Member Gold	8'681	3'096	6'722	1'115
Member Silver	8'981	3'396	7'022	1'415
Non-Member	9'181	3'596	7'222	1'615

These prices are calculated on the assumption that up to 6 participants will sign up for this mission and that no additional discount and support is granted.

However, several factors will lead to a lower price for all participants:

- If a minimum of 7 participants register, the price for all modules will drop to CHF 8'104 (for gold members) / 8'604 (for non-members). Prices for individual modules will be adapted accordingly.
- If our request for support by MPK (Messe- und Projektkommission) is granted, an additional discount will be given to all participants. MPK requires a minimum of 6 participants for the mission.
- We are in discussion with sponsors; their contribution may lead to additional discounts.
- The Swiss Finance + Technology Association has applied for CTI-Funding for start-up companies and may give additional support to companies that are members of the association.

Registration Deadline «FinTech Fact Finding Mission to Canada»: June 23, 2017

Please note that for logistical reasons, there is a maximum of 18 participants which we can accept for this mission.

For further questions, please contact:

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6. Registration

«FinTech Fact Finding Mission to Canada»

The number of participants is limited, registrations will be considered in the order of receipt.

I WISH TO REGISTER

FOR ALL 3 MODULES

- CHF 9'181 for Non-Members
- CHF 8'981 for S-GE Silver Members
- **CHF 8'681 for S-GE Gold Members**

FOR MODULE «MONTREAL» ONLY:

- CHF 3'596 for Non-Member
- CHF 3'396 for S-GE Silver Members
- **CHF 3'096 for S-GE Gold Members**

FOR MODULE «SIBOS TORONTO» ONLY:

- CHF 7'222 for Non-Members
- CHF 7'022 for S-GE Silver Members
- **CHF 6'722 for S-GE Gold Members**

FOR MODULE «TORONTO WATERLOO FINTECH CORRIDOR» ONLY:

- CHF 1'615 for Non-Members
- CHF 1'415 for S-GE Silver Members
- **CHF 1'115 for S-GE Gold Members**

Prices are per person (excl. VAT). 50% of the price will be invoiced upon registration. The remaining 50% will be invoiced at the end of the mission. Cancellations up to 20 days prior to the travel date will be charged with 50% of the price. For cancellations 19 or less days before travel the full participation costs will be invoiced. Substitute participants are welcome without any extra charge. Flights will have to be rebooked individually.

I AM ALSO INTERESTED IN

- Monthly newsletter export.news
- Participation at SWISS Pavilion (trade fair)
- Unfortunately, I can't take part in this business mission. Please keep me informed about future opportunities.

YOUR CONTACT INFORMATION

FIRST NAME

LAST NAME

COMPANY

POSITION

ADRESS

POSTCODE/CITY

TELEPHONE / CELL PHONE

E-MAIL

DATE

SIGNATURE

If you wish to register as a member of Switzerland Global Enterprise (assuming you are not yet a member), please tick the box below.

Yes, we would like to benefit from advantageous conditions and become a member of Switzerland Global Enterprise. We accept the membership statutes listed on the web-site www.s-ge.com/statutes. Entitlement to the benefits begins once membership has been confirmed by Switzerland Global Enterprise.

- Gold Member
 Silver Member

Please send your registration for the «FinTech Fact Finding Mission to Canada» via E-Mail (scan) to:

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