



Toronto-New York Financial Services Day

March 4, 2008

An Exclusive Invitation to TFSA Members and Supporters.

Join the TFSA and our event partners, the Canadian Consulate in NYC, the City of Toronto, the GTMA and the Ontario Ministry of Economic Development and Trade on a special Financial Services day in NYC.

OBJECTIVES

- Raise the awareness of the Toronto Region as a premier Financial Services centre in North America by highlighting our strengths, specifically the concentration and expertise of our talent pool and supporting services sectors.
- Celebrate the ties that exist between the two regions and help position Toronto as a preferred partner in globalization.

- Generate new contacts and connections in NYC.
- Build upon existing sector relationships to meet with NYC-headquartered decision-makers to raise the awareness of the Toronto Region and, in so doing, make the case for expanded investment here.
- Create awareness among US companies and intermediaries of the services and resources of the Canadian Consulate in NYC, the GTMA, MEDT, the TFSA and our services partners in the legal, academic and accounting fields.

OFFICIAL PROGRAM

1. LUNCHEON EVENT at the W Hotel in mid-town Manhattan “Forging North America’s Largest Financial Services Alliance” –an introduction to the program by the Consul General of Canada in NYC, The Honourable Daniel Sullivan.

Keynote Speakers:

The Honourable Dwight Duncan, Ontario Minister of Finance

The Honourable Frank McKenna, TD Bank Deputy Chairman

Testimonial Speaker

“Partnering for Mutual Benefit ” – Ms. Roseann Palmieri, Managing Director, Global Institutional & Investment Banking, Merrill Lynch.

2. MID-AFTERNOON CONCURRENT WORKSHOPS at the W Hotel. Potential themes:

1. Doing Business in Toronto, Ontario;
2. Local FSI Talent: Profile, Education and Training, Immigration
3. Services Providers.

3. EVENING - Dinner event for delegates and New York contacts

COSTS

A delegate fee of C\$200 is payable upon registration.

All travel-related expenses and co-ordination are the responsibility of the participants.

Delegates are requested to meet at the **W New York Hotel**, at 541 Lexington Avenue, at 11:30 a.m. on March 4.

Participation is by invitation and will be limited to a first-come-first-serve basis.

TFSA CONTACT

To discuss/confirm your participation, please contact:

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