

2017 FALL MEMBER FORUM FORCES OF CHANGE

NOVEMBER 6 & 7, SHERATON SUITES EAU CLAIRE, CALGARY

The 2017 Fall Member Forum is in keeping with WESTAC's goal to provide education and inspiration by exposing members to world-leading experts on social, economic and political issues that support the strategic decisions they make for their organizations. This Forum provides an opportunity to think about longer-term global issues and is a counterpoint to the operational and local focus of the 2017 Spring Member Forum.

The session topics all have the potential to impact how we think about the future of our organizations and how we execute business plans as executives, policy makers and labour leaders. Speakers will examine how technological, economic, political and social issues are influencing and changing the business of freight transportation.

Identified 'forces of change' topics include:

1. China's plans for One Belt One Road
2. Changes transforming the shipping industry
3. Future of work: automation, technology and social policy
4. Business IS Political – understanding the nonmarket environment

These have been selected to build on previously featured speakers and subjects as a response to requests from members who wanted a greater understanding.

Members have asked that we limit the number of speakers to allow for more in-depth exploration on how these forces may impact the global, national and regional markets and local communities in which they operate. The program timing and format have been crafted to provide a robust roundtable discussion after each session.

WESTAC Leaders Council takes place November 7. This portion of the event is limited to the senior-most participant from each member organization. Please ensure you have representation at this conversation.

[Register online www.westac.com](http://www.westac.com)

FORWARD THINKING. TRANSPORTATION.

MONDAY

November 6, 2017

8:30 am **Buffet Breakfast**

9:30 am **Welcoming Remarks**

9:45 am **CHANGES TRANSFORMING THE SHIPPING INDUSTRY: AT SEA AND ONSHORE**

The maritime industry has undergone significant change over the past five years. This session will explore some of these changes and the impacts felt worldwide and in Western Canada.

Topics:

- shipping line consolidation
- vessel upsizing
- environmental regulations
- developments within the terminal sector

**Stijn Rubens, Senior Consultant - Supply Chain Advisors
Drewry**

Roundtable discussion

10:45 am **Break**

11:15 am **ONE BELT ONE ROAD: WILL IT RESHAPE GLOBAL TRADE?**

"I think the Chinese have realized they're the major beneficiary of globalization. If the U.S. ducks out, China will take over the leadership role in globalization. And whatever happens to China, it'll have a major impact on Americans. People don't seem to realize how important [OBOR] is, a (freight) train is already running between London and China!" — Pieter Botellier, China eyes global economic leadership as U.S. turns inward, USA Today.

In 2013, China announced One Belt, One Road (OBOR) – an initiative that is the modern version of the ancient East-West trade route which winds its way through Asia, the Middle East and Europe. Launched with \$40 billion of initial investment, it entails new or reinvigorated railways, ports and roads that will link key cities. The anticipated total investment could top \$4 trillion, according to *The Economist*, citing Chinese government officials. This session will shed light on the geopolitical, economic and operational impacts of this ambitious initiative.

Topics:

- China's increasing power in the region
- impact on current maritime hubs and shipping lanes
- impact on Canadian resource firms
- China's creation of new markets

**Pieter Botellier, former Chief of World Bank office in Beijing and
former Professor, China Studies at John Hopkins School of Advanced International Studies**

Roundtable discussion

12:30 pm **Lunch**

MONDAY

November 6, 2017

1:30 pm **Afternoon Welcome**

Oksana Exell, President & CEO, WESTAC

2:00 pm **FUTURE OF WORK: AUTOMATION, TECHNOLOGY AND SOCIAL POLICY**

“Potentially unlimited output can be achieved by systems of machines which will require little cooperation from human beings. The result would be massive unemployment, soaring inequality, and, ultimately, falling demand for goods and services as consumers increasingly lacked the purchasing power necessary to continue driving economic growth.” — **Martin Ford**, *Rise of the Robots: Technology and the Threat of a Jobless Future*

A McKinsey study predicts that automation technologies will affect 50% of the global economy and 1.2 billion employees. This session will highlight how automation technologies will impact business leaders, policymakers and workers.

Topics:

- how automation will shake up business and society
- the effects of technology on jobs and work activities
- social, political and economic impacts of job reduction
- the role of companies and governments to ensure a smooth transition for displaced workers

Martin Ford, Futurist, *New York Times* Bestselling Author, Keynote Speaker and Silicon Valley Entrepreneur *(to be invited)*

Roundtable discussion

3:30 pm **Break**

4:00 pm **BUSINESS IS POLITICAL – UNDERSTANDING THE NONMARKET ENVIRONMENT**

“markets do not exist in a vacuum; they are surrounded by social, political and cultural spheres. What happens within this nonmarket environment inevitably shapes dynamics within markets. What exactly is this nonmarket environment of business?” – **David Bach**, *What Every CEO Needs to Know About Nonmarket Strategy*

Today consumers, workers and citizens expect a lot out of corporations and institutions. The economic inequality present around the world are leading to charges about the ineffectiveness of globalization, capitalism and more. Some business experts are warning that those leaders who “refuse to get political” risk losing market share. Searching for practical solutions to hard challenges is precisely the forte of business. Yet business leaders have traditionally shied away from controversial societal issues like the sustainability of the current economic system, preferring to entrust them to government. In this environment, we believe that corporate leaders can no longer afford to stand by as observers.

David Bach, Deputy Dean & Professor in the Practice of Management
Yale School of Management

Roundtable discussion

5:15 pm **Working Sessions End**

5:30 pm **RECEPTION & DINNER**

Potential Speaker

TUESDAY

November 7, 2017

8:00 am **Buffet Breakfast** (open to all participants)

by invitation only: WESTAC LEADERS COUNCIL – CONTINUING THE CONVERSATION

8:30 am Each forum concludes with an in-camera, frank discussion among the most senior representatives of member organizations. Participation is limited to one person per member organization and excludes external speakers and non-members. No reporting will take place.

Details on the Leaders Council will be released in mid-October.

10:15 am Meeting adjourns

10:30 am **Board of Directors Meeting**

12:00 pm **Lunch for Directors**
