

# EXPORTING MEDICAL PRODUCTS TO THE USA

Ontario Investment & Trade Centre • June 10, 2009

35th Floor, 250 Yonge Street, Toronto, Ontario

The International Trade Branch, Ontario Ministry of International Trade and Investment, in partnership with the Canadian Consulate General, Buffalo, N.Y. , and the Department of Foreign Affairs and International Trade Canada Toronto regional office, invites you to attend a Reverse NEBS (New Exporters to Border States) seminar, **June 10, 2009** in **Toronto** at the **Ontario Investment and Trade Centre**, 35<sup>th</sup> Floor, 250 Yonge Street.

This practical seminar will be of interest to firms currently exporting to the U.S. as well as those considering new export prospects.

Numerous opportunities exist in the United States for Ontario's medical and health care companies. While Ontario firms are well positioned to meet the increasing demand for quality products and services, doing business in the U.S. poses many challenges, including identifying opportunities, developing marketing plans, understanding regulatory requirements, and other issues related to securing new business.

At this seminar you will learn about:

- third party reimbursement
- the U.S. Food and Drug Administration (FDA) approval process
- marketing "do's and don'ts"
- logistics and warehousing
- moving goods and staff across the border
- U.S. taxation and legal issues

## REGISTRATION

There is a registration fee of \$50 per participant.

Please make your cheque payable to "**Minister of Finance**" and return with registration form to:

**Patricia Cosgrove, Area Director, US - Health Industries**

International Trade Branch  
Ministry of International Trade and Investment  
900 Bay Street, 6<sup>th</sup> Fl., Hearst Block  
Toronto, ON M7A 2E1  
Tel: 416-212-1020 Fax: 416-325-6509  
patricia.cosgrove@ontario.ca

**This completed form will serve as your registration invoice.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

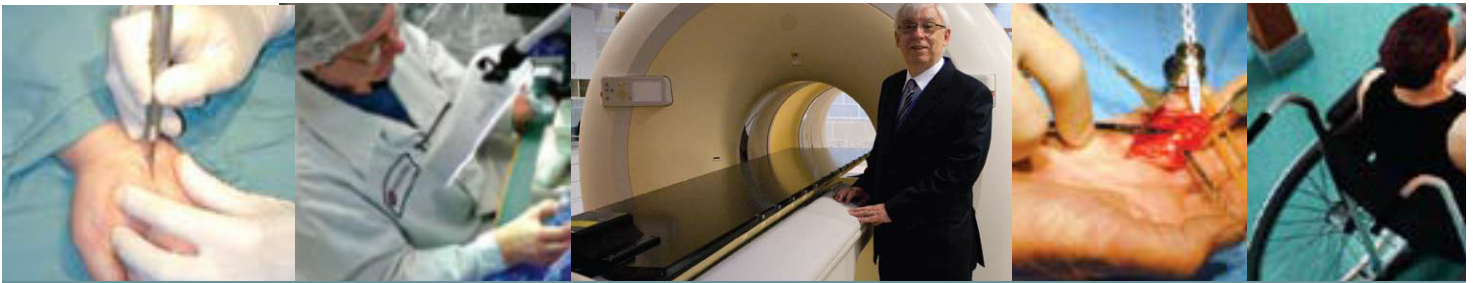
City: \_\_\_\_\_

Tel: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_





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## AGENDA

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|------------|--|------------|--|
| 08:00 a.m. | <b>COFFEE AND MUFFINS</b>  | 10:30 a.m. | <b>NETWORKING BREAK</b>  |
| 08:45 a.m. | <b>WELCOMING REMARKS</b><br><b>Patricia Cosgrove</b><br>Ontario Ministry of International Trade and Investment<br>Toronto, Ontario   | 10:45 A.M. | <b>MARKETING</b><br><b>Lew Gurnari, President</b><br>Atlantic Medical Associates<br>8675 Main Street<br>Williamsville, N.Y. 14221  |
|            | <b>Mary Mokka</b><br>Canadian Consulate General<br>Buffalo , N.Y.  | 11:15 a.m. | <b>LOGISTICS</b><br><b>Madonna Spitler</b><br><b>VP - Business Development</b><br>Catapult Life Science Logistics<br>400 Riverwalk Parkway, Suite 300<br>Buffalo, N.Y. 14150 |
| 09:00 a.m. | <b>3<sup>RD</sup> PARTY REIMBURSEMENT</b><br><b>Pamela Germain, MBA</b><br><b>VP- Managed Care &amp; Outreach</b><br>Roswell Park Cancer Institute<br>Elm & Carlton St.<br>Buffalo, N.Y. 14203 | 11:30 a.m. | <b>FDA APPROVAL PROCESS</b><br><b>Mark Prusak</b><br><b>Supervisory Investigator</b><br>Import Operations Branch<br>New York District/Buffalo Office                         |
| 09:30 a.m. | <b>IMMIGRATION</b><br><b>Andrew Lipkind</b><br><b>Immigration Lawyer</b><br>Law Office of Andrew Lipkind<br>6225 Sheridan Drive, Suite 206<br>Williamsville, N.Y. 14221                        |            | <b>Rachele A. Lathan</b><br><b>Investigator</b><br>New York District/Buffalo Office  |
| 10:00 a.m. | <b>U.S. TAXATION</b><br><b>Jeffrey Brown, CPA</b><br>KPMG, LLP<br>Commerce Court West<br>199 Bay Street, Suite 3300<br>Toronto, Ontario M5L 1B2  |            | U.S. Food & Drug Administration<br>300 Pearl Street, Suite 100<br>Buffalo, N.Y. 14202  |
|            |  | 12:30 p.m. | <b>Q &amp; A / LUNCHEON</b>  |