

# Conference Agenda

## First Mover Advantage: The Legalization of Adult Use Cannabis in Canada

An exclusive all-day conference hosted by McMillan LLP in collaboration with the cannabis industry. Whether you are new to the cannabis industry, interested in starting a cannabis business, or have been seizing opportunities for a while—join us for an interactive day to gain insights on the strategic and legal implications of the legalization of cannabis in Canada. We look forward to an insightful and lively discussion.

**Toronto | Tuesday, October 30, 2018 | 7:30 am – 3:35 pm**

McMillan LLP | Brookfield Place, Suite 4400, 181 Bay Street, Toronto, Ontario, M5J 2T3

Time	Description	Speakers
7:30 am – 8:00 am	<b>Hot Breakfast Buffet</b>	
8:00 am – 8:05 am	<b>Opening Remarks</b>	<b>James Munro</b> , Conference Co-Host and Co-Chair, Cannabis Practice Group (McMillan LLP)
<b>The State of Cannabis: Fundamentals of Growing a Cannabis Business</b>		
8:05 am – 9:05 am	<b>Cannabis and the Public Markets: What's Next?</b> In 2018, billions of equity was raised by Canadian and foreign cannabis companies through the Canadian public markets. This section will provide insight on upcoming trends and developments within the Canadian public markets, including which sectors of the market are likely to be financed next and the importance of the Canadian capital markets in financing global companies.	<b>Alfred Avanesy</b> (Cormark Securities), <b>Georges Dubé</b> (McMillan LLP), <b>Peter Sweeney</b> (GMP Capital)
9:05 am – 9:10 am	<b>Break</b>	
9:10 am – 10:10 am	<b>Cannabis M&amp;A: Risk or Opportunity?</b> M&A activity in the cannabis sector has led to key strategic transactions and new legal developments and initiatives. M&A activity is expected to be robust for the next 12 months. A leading investment banker, licensed producer, lawyer and financial advisor will examine new developments and future trends and opportunities. They will also consider the risks and opportunities as the industry continues to evolve. One thing is clear: the M&A market in the cannabis sector has only just begun.	<b>Michael Black</b> (PwC), <b>Paul Davis</b> (McMillan LLP), <b>Ian Kilimnik</b> (BMO Capital Markets), <b>Jillian Swainson</b> (Aurora)
10:10 am – 10:20 am	<b>Break</b>	
10:20 am – 10:50 am	<b>Cannabis Taxation</b> There has been much speculation on how Canada will tax cannabis. The federal government has introduced an excise tax regime to share the taxation revenues with the provinces and territories. Our tax professionals will discuss this new taxation regime and taxation trends in Cannabis M&A.	<b>Jamie Wilks</b> (McMillan LLP) and <b>Andrew Stirling</b> (McMillan LLP)



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10:50 am – 11:20 am	<p><b>Rules Concerning the Export/Import of Cannabis</b></p> <p>The regulatory regime under the <i>Cannabis Act</i> is a complex one. One of the more challenging – and as yet not yet fully articulated – aspects of the new regime concerns the import and exports of cannabis products. This panel will explore the parameters created by the new regime for importers and exporters, identify the gaps that are yet to be addressed and touch on Canada's international obligations under treaty.</p>	<p><b>Charlotte Conlin</b> (McMillan LLP), <b>Mark Opashinov</b> (McMillan LLP)</p>
11:20 am – 11:25 am	<b>Break</b>	
11:25 am – 11:55 am	<p><b>Marketing your Cannabis Product</b></p> <p>An overview of legal issues to consider when marketing your cannabis product, including advertising and promotional matters and packaging and labeling requirements</p>	<p><b>Janine MacNeil</b> (McMillan LLP)</p>
11:55 am – 12:55 pm	<b>Lunch Buffet</b>	
12:55 pm – 1:25 pm	<p><b>Cannabis Through the Lens of Intellectual Property</b></p> <p>This presentation will touch upon trade-marks, copyright, plant breeders rights, patents, and trade secrets, noting some of the key differences compared to the US. We'll explore the tension between the craft cannabis and commodity cannabis markets, and explain the relevance of adopting a defensive or offensive IP strategy, and how best to identify and monetize ancillary IP.</p>	<p><b>Christie Bates</b> (McMillan LLP)</p>
1:25 pm – 2:10 pm	<p><b>Cannabis in the Workplace</b></p> <p>For many employers, the legalization of recreational cannabis raises serious concerns about health, safety and productivity in the workplace. During this session, we will take a closer look at the potential impact of cannabis legalization, as well as the rights and responsibilities of employers in the Bill C-45 era, including accommodation of cannabis use, drug testing and more.</p>	<p><b>Dave J.G. McKechnie</b> (McMillan LLP) and <b>Paul Boshyk</b> (McMillan LLP)</p>
2:10 pm – 2:15 pm	<b>Break</b>	
<b>Investment Insights</b>		
2:15 pm – 3:00 pm	<p><b>To Invest or Not to Invest?</b></p> <p>The business of cannabis continues to attract a variety of investors looking to seize on opportunities in this high-growth industry. Join our session to learn more about what the future holds for cannabis investments.</p>	<p><b>Jason Chertin</b> (McMillan LLP), <b>Julius Kalceвич</b> (iAnthus Capital Holdings, Inc.), <b>Greg Lewis</b> (INFOR Financial Group Inc.), <b>Sean McNulty</b> (XIB Financial Inc. &amp; Canopy Rivers Inc.)</p>
<b>Policy Insights</b>		
3:00 pm – 3:30 pm	<p><b>The Politics of Cannabis</b></p> <p>Hands-on insight on the dynamics of the cannabis business and on how to be successful when dealing with the government. We will look at where we are now, and where we are going, as well as make predictions for the future.</p>	<p><b>Melanie Paradis</b> (McMillan Vantage Policy Group), <b>Will Stewart</b> (Canadian Cannabis Industry Expert)</p>
3:30 pm – 3:35 pm	<p><b>Closing Remarks</b></p>	<p><b>Mark Opashinov</b>, Conference Co-Host and Partner (McMillan LLP)</p>

\* Agenda subject to change