

NEWS RELEASE

Wilfrid Laurier University



Innovate or perish? Laurier event explores future of Canadian manufacturing

For Immediate Release

**Oct. 5, 2007
64-07**

**Contact: Angela Forster, Director: Marketing and Communications
Laurier School of Business and Economics
(519) 884-0710, ext. 3145 or aforster@wlu.ca**

WATERLOO — The importance of innovation in business — especially in the manufacturing sector — is the focus of Economic Outlook 2008: Innovate or Perish?, a conference presented by the Laurier School of Business and Economics.

The event takes place Thursday, October 17, 2007, starting at 7:30 p.m. at the Centre for International Governance and Innovation (CIGI) in Waterloo.

Guest speakers include Dr. Sherry Cooper, executive vice-president and chief economist at BMO, and Dr. John Baldwin, director of microeconomic studies and analysis for Statistics Canada. The event will be hosted by Lynn Haddrall, editor-in-chief of The Record and The Guelph Mercury. There will also be a panel discussion featuring Dr. Maurice Kugler, CIGI chair in International Public Policy, Wilfrid Laurier University, and Paul Knafelc, president of Community Benchmarks.

Participants will explore the importance of innovation in business. In particular, the session will examine Canadian manufacturers and their ability to deal with increased competition from foreign-based firms and from North American rivals who have moved elements of their operations abroad at a time when the Canadian dollar is trading above par against the country's largest trading partner.

Speakers will consider the importance of new technology adoption to the competitive position of Canadian businesses, determining the appropriate level of investment in research and development, and whether "off-shoring" production is a necessary step to achieve a competitive advantage.

The event is sponsored by CMA Ontario, BMO Financial Group, The Record, CIGI, the City of Cambridge, the City of Kitchener, and the City of Waterloo. Tickets are \$20 per person. Please contact Karli Imhoff at 519-884-0710 x3280 or kimhoff@wlu.ca for more details.