


December 2, 2015

St. Andrew's Club and Conference Centre | Toronto, ON

CANADIAN
 SHARING
ECONOMY SYMPOSIUM



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Strategic Policy and
Research Analyst
Office of the Privacy
Commissioner of Canada



James Bission
Manager Licensing Enforcement
City of Brampton



Arthur Cockfield
Professor of Law
Queen's University



Liran Einav
Professor, Department
of Economics
Stanford University



Tony Elenis
President & CEO
Ontario Restaurant Hotel
& Motel Association



Joshua Gans
Professor of Strategic Management
Rotman School of Management,
University of Toronto



Kristine Hubbard
Operations Manager
Beck Taxi



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Howard Levitt
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Industry Advisor
MaRS LegalX Cluster



Christopher Mulhern
Manager, Compliance
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City of Waterloo



Doug MacLeod
Principal
MacLeod Law Firm



Sajid Mughal
President
iTaxi Workers Association



Kevin McLaughlin
Founder / Advisor
AutoShare



Melissa Neis
Vice President
Parr Insurance Brokerage



Arun Sundararajan
Professor, Information, Operations
and Management Sciences
Stern School of Business,
New York University



Christopher Schafer
Public Policy Lead for Canada
Uber



Maurice Stucke
Professor of Law
University of Tennessee



David Ticoll
Distinguished Research Fellow
Innovation Policy Lab
Munk School of Global Affairs
University of Toronto



Glen Weyl
Senior Researcher
Microsoft Research
Professor, Department of
Economics, University of Chicago



Noah Zon
Practice Lead, Intergovernmental
Economic & Social Policy
Mowat Centre

Speaker to be announced
Airbnb

CANADIAN SHARING ECONOMY SYMPOSIUM



The CANADIAN SHARING ECONOMY SYMPOSIUM drills down into how the new Sharing Economy platform business model is disrupting traditional businesses. While this is opening up a number of opportunities, it is also raising complex legal and policy issues such as how best to address market failures; and manage concerns over consumer safety and tax compliance.

This conference brings together the key change makers from multiple sectors and perspectives to discuss how the rapidly evolving sharing economy model has global and local implications that are changing markets, cities, and lives.

Join us for the first open CANADIAN SHARING ECONOMY SYMPOSIUM to network with change makers in the market - companies like Uber, Airbnb and other on-demand models, along with legal experts, policy advisors, elected government officials and industry groups to better understand the implications of the shared economy for consumers, regulators and the workforce.

Key topics addressed in this year's symposium include:

- How governments are dealing with the Sharing Economy
- What are the pros and cons of an on-demand workforce
- Balancing competition, consumer protection and innovation
- Designing regulatory models to established a level playing field for incumbent firms and new entrants

and more...

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December 2, 2015

8:00 | Registration and Continental Breakfast

8:45 | Welcome Remarks from Insight Information

8:50 | Chair's Opening Remarks

9:00 | **Sharing Economy Platforms 101**

Noah Zon

Practice Lead, Intergovernmental Economic & Social Policy
Mowat Centre

Liran Einav

Professor, Department of Economics
Stanford University

Glen Weyl

Senior Researcher
Microsoft Research
Professor, Department of Economics
University of Chicago

The sharing economy, collaborative economy, the on-demand economy, or the peer-to-peer economy? No matter what you call this Pandora's Box, one thing is clear, this rapidly evolving platform model has global and local implications that are disrupting traditional businesses; forcing them to evolve or perish. Renowned experts will discuss the market design and market structure underpinning sharing economy platforms driving the development of this new business model.

10:00 | Networking Coffee Break

10:15 | **Consumer Trust, Reputation, and Regulation:
Policy Framing**

Lawrence Alvarez

President
IRBE & Toronto Tool Library

Arun Bauri

Strategic Policy and Research Analyst
Office of the Privacy Commissioner of Canada

Arun Sundararajan

Professor, Information, Operations and Management Sciences
Stern School of Business, New York University

Leading experts will discuss the opportunities and risks associated with moving from a system of trust in the marketplace based on licensing and regulation, to systems that use new technology platforms to establish trust in market participants based on reputation and whether these emerging platforms raise new privacy concerns.

11:15 | **The Interplay Between Competition, Consumer Protection, and Regulation: Business and Regulatory Views**

Mark Warner

Principal
MAAW Law

Tony Elenis

President & CEO
Ontario Restaurant Hotel & Motel Association

Kristine Hubbard

Operations Manager
Beck Taxi

Christopher Schafer

Public Policy Lead for Canada
Uber

Maurice Stucke

Professor of Law
University of Tennessee

The growth of the sharing economy can give rise to conflicts between new entrants and entrenched incumbent firms. This panel will discuss whether existing regulatory frameworks can be responsive to sharing economy business models while maintaining appropriate consumer protection and also examine the implications and ramifications of the various regulatory choices for consumers and competition in the marketplace.

12:15 | **Networking Luncheon**

1:30 | **Labour Laws: Implications of a Changing Workforce**

David Ticoll

Distinguished Research Fellow
Innovation Policy Lab
Munk School of Global Affairs, University of Toronto

Howard Levitt

Senior Partner
Levitt Grossman

Doug MacLeod

Principal
MacLeod Law Firm

Sajid Mughal

President
iTaxi Workers Association

This panel will discuss the critical issue of labour in the sharing economy: are participants "employees" or "independent contractors"; what are the problems and opportunities posed by these new labour relationships; and what legal and policy changes may be needed in response?



2:30 | Insurance Policies: Insuring the Sharing Economy

Colin Lachance

Industry Advisor
MaRS LegalX Cluster

Hamid Akbari

CEO & Founder
Blancride

Melissa Neis

Vice President
Parr Insurance Brokerage

Joshua Gans

Professor of Strategic Management
Rotman School of Management,
University of Toronto

Kevin McLaughlin

Founder / Advisor
AutoShare

This panel will breakdown the current state and scope of insurance policies within Canada and whether they need to change in order to engage the sharing economy. Experts will also talk about why today's sharing economy businesses do not fit the old economy's insurance policies. What happens if there are no insurance regulations in the sharing economy?

3:30 | Networking Coffee Break

3:45 | City Planning, Licensing & By-Laws

Grant Brigden

Co-Founder
Rover Parking

James Bission

Manager Licensing Enforcement
City of Brampton

Christopher Mulhern

Manager, Compliance & Standards
City of Waterloo

This panel partners government officials with sharing economy companies to discuss the zoning, licensing and by-law process and challenges. The panel will examine challenges created by the new sharing economy and look at potential solutions.

4:45 | Taxing the Sharing Economy: Potentials and Pitfalls

Arthur Cockfield

Professor of Law
Queen's University

The expected sharing economy global revenues are expected to reach \$335 billion by 2025. Engage with industry experts as they examine some of the potential benefits and pitfalls of applying our existing municipal, provincial and federal taxation framework for the sharing economy. Are new policies needed?

5:45 | Summary Remarks and Conference Ends

WHO SHOULD ATTEND:

From the Private Sector:

- C-Suite Executives from Businesses Being Disrupted
- Lawyers: Business, Litigation, Technology, Labour, Competition & Consumer Protection, Municipal Law, Taxation, & In-House Counsel
- Accounting Firms
- Government Policy Advisors and Strategists
- Insurance Providers
- Technology Solution Providers
- Investors
- Sharing Economy Founders, CEOs
- Startups, Entrepreneurs and Innovators
- Associations

From the Public Sector:

- Government Officials (Municipal, Provincial & Federal)
- Civic CEOs, Directors & Managers
- Policy Makers
- Academics & Policy Advisors
- Industry Regulators
- Lawyers





Register Online at www.InsightInfo.com/SharingEconomy

Conference Code: TYC15048

Priority Code:

15048WBINQ

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- Early Bird Price – Public sector/Not-for-Profit Only (Register and pay by October 16, 2015) \$995.00 + HST (\$129.35) = \$1,124.35
- Standard Registration** \$1,395.00 + HST (\$181.35) = \$1,576.35
- [Register a Group of 4 for the Price of 3](#)

Dietary Restrictions: Do you have any dietary restrictions?

No Yes

If yes, please indicate: _____

Special Needs: Do you have any special needs that require accommodation?

No Yes

If yes, please indicate: _____

VENUE AND HOTEL RESERVATIONS

The St. Andrew's Club and Conference Centre is conveniently located at 150 King Street West, Toronto, Ontario. Tel. 416-366-4228. For overnight accommodation, please call The Hilton Toronto, located at 145 Richmond St. West, Toronto, Ontario. Tel. 416-869-3456. Please ask for the Insight Information corporate rate #3983308 (subject to availability).

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Law Society of Upper Canada CPD: This program qualifies for 2.83 substantive hours. Please note that these CPD hours are not accredited for the New Member Requirement.

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