

3rd International Conference and Expo on

Natural, Traditional & Alternative Medicine

September 24-25, 2018 | Montreal, Canada



Nick Pateras

Lift & Co., Canada

The Canadian standard: Forging the path for the global cannabis economy

With a best-in-class medical cannabis program in place and on the cusp of becoming the first G20 nation to legalize adult-use cannabis, Canada is widely regarded as the industry's global leader. Its regulatory framework and commercial infrastructure set the standard for other regions, which are determined to challenge a potential monopolization by Canadian companies. As several countries look to follow suit, there is a unique opportunity for Canada to export the expertise it has cultivated across the value chain. This talk will explore the macro trends that will drive the global market's acceleration and what Canada can do to retain its leadership position.

Biography

Nick Pateras is Vice President of Growth & International Strategy at Lift & Co., leading the company's Events and Retail Solutions teams. Lift & Co. is Canada's leading cannabis media and technology platform, with a mission to empower better cannabis decisions by bridging the informational gap between buyers and sellers. Prior to joining Lift & Co., he spent several years in the pharmaceutical sector with Johnson & Johnson Inc., where he led businesses across OTC and Health & Beauty. His background in healthcare led him to make the professional move into cannabis, having long advocated for recognition of its many medical applications. He is a graduate of the Queen's School of Business, with a focus in marketing strategy. He returned to Queen's for a year to complete a Dual Degree in Philosophy and use his final year of eligibility for the Queen's Varsity Soccer team.

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