

July 18, 2014

To Whom It May Concern:

It was a pleasure to welcome Gijs van Wulfen to Nova Scotia, Canada as a keynote speaker for the *2014 Annual Conference of the Canadian Council on Small Business and Entrepreneurship (CCSBE)*. The conference drew more than 175 delegates with an active interest in entrepreneurship and innovation from the Caribbean, United Kingdom, Africa, United States and Canada.

Gijs talked specifically about innovation on a global and local level. His observations were provocative and engaging in which many of the attendees are still discussing the effect his words and thinking had on their work and lives. Gijs has a natural ability to engage with his audience with a nice balance of anecdotes, facts, personal insight and humour. I haven't encountered an international speaker who took so much time to research the geography and culture of the venue and to engage with conference planners in such a collegial and respectful way. I believe this unique approach ensured his remarks were highly relevant and personal.

I certainly recommend Gijs as a speaker and subject matter expert on how to think about innovation and how to embed it in your organization or project, no matter what the size of your group. I should say that Gijs made himself accessible to the attendees rather than speaking and leaving. This was noted and much appreciated.

Sincerely,



Heather Spidell
President and CEO