

**Harris A. Eyre**  
Baker Institute for Public Policy, Rice University

**Jennie Z. Young**  
Executive Director, Canadian Brain Research Strategy

**Julian Karageusian**  
McGill University, Age of Economics

**Mikele Epperly**  
Global Product Development Medical Affairs, Roche

**Jeane Day**  
Executive Director, Alzheimer's Society of Montreal

**Claudio Lino Alberto Bassetti**  
Vice President, European Brain Council

**Tom Mikkelsen**  
President, Ontario Brain Institute

**Rym Ayadi**  
President, Euro-Mediterranean Economists Association

**William Hynes**  
Honorary Professor, Institute for Global Prosperity at UCL

**Frederic Destrebecq**  
Executive Director, European Brain Council

**George Vradenburg**  
Chairman, Davos Alzheimer's Collective

**Michael Platt**  
Professor, Perelman School of Medicine

**Steve Carnevale**  
Founder of UCSF Dyslexia Center

**Alfred Njamnshi**  
CEO, Brain Research Africa Initiative

**Quazi Haque**  
CMO Elysium Healthcare

**Agustín Ibáñez**  
Professor, Trinity College Dublin

**Jan Schadreck**  
Neuroscience and Rare Disease, Medical Roche

**John Kirton**  
Professor, University of Toronto

**Guy Rouleau**  
Director, Montreal Neurological Institute and Hospital

**Vladimir Hachinski**  
Professor, Western University

## Subject: G7 Canada Brain Economy Summit – Partnership Opportunity

Dear Colleague:

We are pleased to invite you to take part in the **G7 Canada Brain Economy Summit**, a focused, high-level initiative to mobilize cross-sector leadership to advance brain health and brain skills as strategic priorities for economic growth, innovation, and workforce resilience.

The summit includes a series of virtual roundtables aligned with G7 engagement group themes—including Business, Labour, Civil Society, and Science—and culminates in a public **Global Briefing on the Brain Economy on June 14, 2025 in Calgary, Alberta, Canada**, timed to coincide with the G7 Leaders' Summit in Kananaskis.

Together, these sessions will generate the **Brain Economy Declaration**, a set of cross-sector policy and investment recommendations that will be submitted to G7 Sherpas with the goal of informing the G7 communiqué. The work will also shape future global efforts, including UNGA 80, the G20 Summit, and DAC Brain House@Davos2026.

We are engaging a small group of strategic sponsors to inform and advance this effort. I've attached a brief prospectus and a summary of sponsorship benefits for your consideration. We would welcome the opportunity to discuss how this might align with your goals and priorities.

Warm regards,



Jennie Z. Young, PhD  
Executive Director  
Canadian Brain Research Strategy

### Our Partners:



# You Are Cordially Invited

## G7 Canada Brain Economy Summit

Join us for the **G7 Canada Brain Economy Summit**, a global initiative focused on how **brain capital**—our collective brain health and brain skills—can drive economic growth, resilience, and innovation.

Timed to coincide with **Canada's G7 Presidency and the G7 Leaders' Summit in June 2025**, the summit includes G7-aligned virtual roundtables and a public event in Calgary, bringing together senior leaders from government, business, research, and civil society to shape a shared vision for inclusive, brain-centered progress.

### **Why This Matters**

Brain-related disorders cost the global economy **\$8.5 trillion in lost productivity each year** and rising, while demand for cognitive, emotional, and social skills is accelerating across every sector, driven by workforce shifts and technological change.

With **brain health named a global priority** for the first time at the 2025 World Economic Forum, there is now a meaningful opening to shape how countries respond.

This summit leverages brain health's new standing as a global economic priority to guide national and international action.

Our roundtable events will connect brain capital to real-world sector goals and generate policy and investment recommendations to inform strategy, guide resource allocation, and support cross-sector coordination in building the brain economy. Their insights will anchor the **Brain Economy Declaration, inform the G7 communiqué, and shape agendas for UNGA80, the G20 Summit and DAC Brain House@Davos2026**.

Learn more at the [G7 Canada Brain Economy Summit](#) page.

### Our Partners:



## Event Details

### Virtual Roundtables

Discussions will be organized around G7 engagement groups—such as Business 7, Civil Society 7, Labour 7, Science 7, and others—and will identify concrete actions for advancing the brain economy across sectors.

- Wednesday, May 28, 2025 – 10AM–1PM EDT / 4PM–7PM CEST
- Wednesday, June 4, 2025 – 10AM–11:30AM EDT / 4PM–5:30PM CEST

### In-Person Brain Economy Global Briefing

This capstone event will present the Brain Economy Declaration, built from the roundtables, and showcase strategies and innovations shaping the brain economy.

- Date: Saturday, June 14, 2025 – 10:30AM–4:00PM MDT
- Location: BMO Centre, Calgary, Alberta, Canada.

### Brain Economy Briefing Highlights

- Brain Economy Declaration Launch
  - Key insights and shared priorities from the G7-aligned roundtables.
- Policy Reflections: The Brain Economy in Practice
- Voices and Visions
  - Presentations from youth, caregivers, researchers, and business leaders sharing real-world impacts of the brain economy.
- Innovation Showcase
  - A curated exhibition of research, technologies, and community-driven models.

### Registration

Attendance for the roundtables and in-person summit is by invitation, with limited capacity.

To express interest in attending or presenting, please complete the registration form by **Monday, May 19, 2025** at <https://bit.ly/G7BrainRSVP>.

Questions? Contact us at [G7summit@canadianbrain.ca](mailto:G7summit@canadianbrain.ca).

Our Partners:



# Sponsorship Opportunities

## Support the G7 Canada Brain Economy Summit

Join a global effort to position brain health as a pillar of economic strategy, innovation, and workforce resilience.

### **Sponsorship Levels**

\$5,000 | \$10,000 | \$25,000 | \$50,000

### **Sponsorship Benefits**

#### **Strategic Alignment & Global Influence**

- Nominate a roundtable lead for a G7-aligned virtual session. Leads will be named in the official Summit report as key contributors.\*
- Contribute a quote to be featured in the Summit report and promotional communications, reflecting sectoral insights or key themes\*
- Ongoing visibility through a coordinated global process informing the Brain Economy agenda at UNGA 80, the G20 Summit, and Davos 2026

#### **Global Briefing Participation (June 14, Calgary)**

- Potential speaking role in the program (e.g., opening remarks, policy panel, TED-style perspectives)\*
- Participation in the Innovation Showcase and networking reception
- 2-minute address during the Showcase Reception (for select sponsors)\*

#### **Media & Communications**

- Interview captured at the Global Briefing and featured in post-Summit content (e.g., recap videos, highlight stories, or social media features)\*
- Feature in affiliated podcast content, in collaboration with Summit media partners (subject to availability and editorial fit)\*
- Inclusion in post-event communications (e.g., newsletters, web recaps, and social media posts shared with global audiences)\*

#### **Visibility & Recognition**

- Logo featured on the event website, program, venue signage, and participant materials for virtual roundtables
- Recognition during opening and closing remarks at the virtual roundtables and Global Briefing
- Acknowledgment in e-promotions, press releases, and social media (spotlight or grouped mentions)

\*Speaking roles, interviews, and communications features will be curated collaboratively to ensure alignment with Summit goals and structure.