



CANADA-EUROPE
ECONOMIC CHAMBER | EU

Contributors

Economic forecast and business opportunities between Canada and the European Union

Brussels, 4th of November 2019

Olga Vovk

Speaker

Senior Regional Manager Europe

Export Development Canada

London - UK



Olga has over 17 years of global experience in strategy and business development, investment and corporate banking, private equity and Board advisory gained with such companies as Citigroup, Intel Capital, Simmons & Company International and Bank of Montreal. She advised multinationals, investment and sovereign wealth funds on strategic issues, major M&A, capital raising and project finance transactions. She also advised governments and corporates on FDI, privatizations and policy issues. Her sector focus has been power, energy and renewables, metals & mining, ICT, transportation, infrastructure, agrifood and life sciences across geographies in both developed and emerging markets. Olga joined EDC's International Business Development group in January 2016. As Senior Regional manager based in London, UK, she is focused on developing regions' and countries' strategies, originating strategic and financing solutions for customers across Europe to support their global projects and Canadian trade and investment in the region.

She holds Masters in Finance from London Business School, an MBA from Schulich School of Business, York University, Canada, and an MSc in Physics.

She is a dual national of Canada and the United Kingdom.

Piet Demunter

Speaker

Chief Business Development Officer

Brussels Airport Company

Brussels - Belgium



After 6 years working at Unilever, Piet Demunter joined Brussels Airport Company in 2008. He is a member of the Committee of Directors of the company and currently holds the role of Chief Business Development Officer. In this role, Piet is responsible for Commercial relations with airlines and cargo & logistics clients, sustainable development, public affairs and Infrastructure & Real Estate.

Barbara Cooreman

Speaker

Account Director -Head of Energy, Environment & Trade

Hanover Communications

Brussels - Belgium



Barbara leads the energy & environment as well as the trade policy practice at Hanover Brussels. She advises clients on the political and regulatory environments across a variety of business sectors in order to develop and implement advocacy and reputation strategies and campaigns targeting both EU policymakers and stakeholder audiences.

Before joining Hanover, Barbara worked at the Aerospace & Defence Industries Association of Europe (ASD) where she led and coordinated the association's advocacy and communication activities in relation to EU and international environmental and energy policy. She started her career in academia as a researcher and lecturer in EU and WTO law. She holds a PhD in international trade law and EU environmental law.

Christopher Cooter

Speaker

Ambassador of Canada to the European Union

Government of Canada

Brussels - EU



(BA Hons [Political Science], University of Toronto, 1981; MA [Political Science], Columbia University, 1982; BCL, LLB [Common/Civil Law], McGill University, 1986) was an associate at Campney & Murphy, a Vancouver law firm (1987 to 1989), then acting manager of lands for the British Columbia region of the Department of Indian and Northern Affairs (1989 to 1990).

He joined External Affairs and International Trade Canada in 1990. He served abroad as deputy permanent representative to the Joint Delegation of Canada to NATO, as political officer in the Canadian high commissions to India and Kenya and as high commissioner to Nigeria. Most recently, he finished in 2019 his assignment as Ambassador to Turkey.

At Headquarters, he served as director of the Policy Planning division and of the Southeast Europe division. He served as director general responsible for the amalgamation of the Canadian International Development Agency and Foreign Affairs and International Trade Canada, and director general of the Executive Management and Assignments Division. He has two children, Zoe and Anais.

Melina Howard

Moderator

Managing Director

Lexfield

Luxembourg



Melina's journey with Canada started in 1995 when she was selected to study two years near Victoria, Vancouver Island. This left her with a true imprint of Canadian culture and friends for life. Then throughout her professional journey when working for a private bank, she had the pleasure of working with Canadian companies and intermediaries for worldwide clients with local interests.

More recently, through LexField an independent Luxembourg law firm and FideField a corporate services provider, as well as well thought out networks such as the Canada-Europe Economic Chamber, her connections with Canada grew stronger. This growth was thanks to local contacts needing advice and assistance to develop their businesses in Europe and more specifically those wishing to use Luxembourg as a platform for their investments across Europe.

Sam Ayoub

Host

Founder-President

Canada-Europe Economic Chamber - EU

Brussels – EU



Sam Ayoub is the founding President of the Canada-Europe Economic Chamber whose mission is to promote economic trades between Canada and the European Union.

Sam is also a businessman owning a Direct Marketing company, INFAX Inc., since more than 25 years. INFAX Inc. is a fax and email broadcasting service provider with offices across Canada from Quebec City to Vancouver. INFAX Inc. has clients mainly in Canada but also in France, Switzerland, Australia, Japan, the United States, Mexico and Brazil.

Having both citizenships, Canadian and French, Sam was also deeply involved with various international Chamber of Commerce in Quebec City, Montreal, Vancouver and Paris before founding the Canada-Europe Economic Chamber in Canada and Europe.