



Sam Ayoub – Canada-Europe Economic Chamber - 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.

Fikr M Belachew - GIZ



Dr. Belachew, who had served as Commissioner of the Ethiopian Investment Commission, holds higher level degrees from Addis Ababa University, the Royal Institute of Technology in Sweden, University of Essex, King's College London and University of Surrey in the United Kingdom. Dr. Belachew previously served as the Deputy Commissioner for the Industrial Parks Division at the Commission mandated to attract, support and regulate industrial park developers, enterprises and operators.

During his tenure as Commissioner among other things, he has initiated various policy measures needed to create a conducive and competitive investment climate and followed up the implementation of same through effective coordination with key line ministries and agencies; negotiated various bilateral investment promotion and protection treaties with other countries where potential investment is likely to flow into the country.

He has interacted with high end manufacturers intending to establish their business operations in Ethiopia, spearheaded the development of the Industrial parks regulations that was enacted by the Parliament, and oversaw the institutionalization of over fifteen One-Stop-Service centers in the various government and private parks.

In his previous roles, he had worked for the United Nations Office on Drugs and Crime and as a researcher and graduate program resource person at the National Institute for Legislative Studies, the research arm of the Nigerian National Assembly. He was a founding staff and Faculty Dean of Bahir Dar University School of Law before joining Addis Ababa University Centre for Human Rights as lecturer and coordinator for research and publications. Dr Belachew currently works as Business and Invest Component Head at GIZ's Special Initiative for Jobs program

Domenic Alexander Boucsein - *Eurochambres*



Mr. Boucsein has been working at Eurochambres since 2013, focusing on EU trade policy and foreign economic affairs. He is currently the Head of International Trade and Foreign Policy and manages Eurochambres's Global Europe Committee and Customs subcommittee covering all areas of relevance to the European Chamber network regarding international trade and foreign economic relations.

Mr. Boucsein is a member of the EC expert group on international trade agreements and member of EU domestic advisory groups, including for CETA.

Dominic has a legal background with degrees from the University of Geneva and Georgetown University

Eline Chivot – *Center for Data Innovation*



Eline Chivot is a senior policy analyst at the Center for Data Innovation. Based in Brussels, Eline focuses on European technology policy issues and on how policymakers can promote digital innovation in the EU. Prior to joining the Center for Data Innovation, Eline Chivot worked for several years as a policy analyst at HCSS, a leading Dutch think tank, where her work included research projects on defense, security and economic policy issues. More recently, Eline worked at DigitalEurope, one of Brussels' largest trade associations, where she managed its relations with representatives of the digital tech industry. Eline earned master's degrees in political science and economics from Sciences Po Lille, and in strategic management and business administration from the University of Lille.

Chris Cooter – Government of Canada



(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.

Pierre-Luc Desgagné – Québec Government Office in Brussels



Pierre-Luc Desgagné has been Québec's Delegate general in Brussels since June 17, 2019. Prior to this, he was associate lawyer in business law at Langlois lawyers and a member of its board of directors.

During his career, Mr. Desgagné has held several management positions in senior management at Hydro-Québec, including those of vice-president of corporate affairs and secretary general. Previously, he served as deputy chief of staff to the Premier of Québec Lucien Bouchard.

With a varied experience in the business, government and political spheres, Mr. Desgagné has a recognized expertise in government and public affairs as well as in crisis management. He also has extensive knowledge in the development and social acceptability of projects.

Until his appointment, Mr. Desgagné was vice-chairman of the board of directors of the LOJIQ Foundation (Offices Jeunesses Internationaux du Québec) and a member of the boards of directors of Québec Cinéma, the Federation of chambers of commerce of Québec and of Pro Bono Québec.

Pierre-Luc Desgagné holds a law degree from Laval University and is a member of the Québec Bar.

Johan Diepens - Mobycon



In 1986, Johan Diepens, together with Edo Okkema, launched the consultancy firm Diepens & Okkema, which he took over independently to become Mobycon in 2005. Johan combines expertise in traffic, transport and mobility with sound business sense, watching changing trends and providing advice that fits the changing needs of cities in Europe, the UK and North America. His ambition is to share knowledge in a way that suits the local context. For this reason, Johan believes strongly in working with international partners. As Mobycon's director, he designs integral traffic and transportation plans, supports policy-making and undertakes research in these areas. Johan has extensive experience judging post-graduates and is a regular speaker at international conferences like Velo-City. He co-developed an innovative series of bicycle planning masterclasses held across North America and England, as well as the pivotal 'Verkeer in de Stad' (literally: Traffic in the City), an out of the box way of thinking how streets and public spaces should be designed to create vibrant, safe places for all road users.

Stéphane Feray Beaumont – Alstom



Holding a Ph.D in Control Engineering and artificial Intelligence, Stéphane Feray Beaumont is a French signalling expert who benefits from almost 25 years of experience in the command control industry. Stéphane started his career as an academic and was involved in research programs for the chemical engineering industry and nuclear power plants. He joined ALSTOM Transport in 1992. His initial assignment was with Alstom's Corporate Research Center. He then transitioned to the Rolling Stock division to focus on traction drive controls. In 1998, he joined Alstom's Signaling business as R&D leader and then became the CBTC/Driverless Metro and European Railway Signaling Solutions Director. He was promoted in 2004 to Platform Director for Mass Transit.

Stephane joined GE in July 2007 to take over global responsibility for GE's Global Signaling Vital Train Control portfolio and became the Managing Director of the CBTC & ETCS solution development. In 2015, ALSTOM acquired GE's signaling business and Stéphane moved to become Energy Efficiency Solutions Director overseeing Energy aspects within the complete ALSTOM portfolio. In April 2018, Stéphane was promoted Vice-President Market&Portfolio for Digital Mobility and then was appointed in June 2019 Vice-president for Innovation & Smart Mobility.

Christian Hierholzer – *Hanover Communications*



Christian leads Hanover's Brussels team. He provides high-level, strategic advice to clients across a variety of business sectors and policy areas on advocacy, communications and campaigns targeting both EU policymakers and stakeholder audiences.

Among the clients he has delivered successful campaigns and advocacy programmes for are the British Film Institute, the European Liver Patients Association and Metal Packaging Europe.

Before joining Hanover, Christian was head of the public affairs and healthcare practices and a member of the management team, at Weber Shandwick in Brussels. He started his career in EU affairs as policy adviser to the former chair of the European Parliament's Environment Committee, Karl-Heinz Florenz.

Melina Howard - *Lexfield*



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.

Olivier Joris – Federation of Enterprises in Belgium



Olivier Joris is working at the FEB – the Federation of Enterprises in Belgium as the Executive Manager – European and International affairs Department. FEB is the largest employers' organization, representing - through its 40 sectorial organizations - more than 50.000 companies active in the industry and the services activities, in the three regions of the country (75 % of the employment in the private sector)

Olivier is also coordinating of FEB's activities on EU and international dossiers (cf. position papers, lobby contacts with the EU institutions or with the Belgian Authorities and administrations, studies, events, debates, press contacts, etc.) Including the organization of High-level business meetings abroad (e.g. several EU member States, India, Japan)

He is the FEB's Permanent delegate to our umbrella organization "Business Europe" and coordinator of FEB's input to "Business at OECD" (previously called BIAC)

Olivier is a member (alternate) of the European Economic and Social Committee (EESC)

Stéphane Lambert – Government of Canada



Stéphane has been a member of the Canadian Public Service for 16 years. In his current role as Counsellor and Head of Trade at the Mission of Canada to the European Union he oversees Canada's trade framework with the European Union and manages Canada's economic and science and technology ties with EU institutions. In his previous role, as Director General of Trade Strategy and Portfolio Coordination at Global Affairs Canada, Stéphane developed approaches to meet Canada's goals for trade, including through the conception, implementation and tracking of trade promotion strategies, inclusive measures to help small and medium-sized enterprises succeed in international markets, and partnerships with other institutions and the private sector.

Prior to joining Global Affairs Canada, Stéphane worked at the Privy Council Office where he was responsible for industry, trade and regional development issues. Stéphane also held a number of executive positions at the Department of Finance Canada.

Stéphane holds a Master in Political Science from the University of Montreal and a Doctorate in Political Studies from Science Po Paris, France.

Yves Lostanlen – *Element AI*



Dr. Yves Lostanlen leads the European expansion of Element AI, a Canadian company that delivers AI software products designed to make businesses stronger, safer and more agile in fintech, insurtech and supply chain. During his career as an expert in leading innovation transfer and as a senior executive, Yves was the CEO of the North American subsidiary of a Global Fortune 100 company, advised Facebook, Google, Bell Labs, Orange and AT&T, mentored and founded several startups and worked with more than 100+ scientific research labs. He holds a Habilitation, a PhD in Electrical Engineering and an MBA from MIT and is an Adjunct Full Professor at the University of Toronto and Senior Executive Fellow at the University of Waterloo, Canada. Yves is an active contributor to the creation of business and innovation ecosystems in Europe and North America.

Annie Mutamba – *Meridia Partners*



Annie Mutamba is a communication consultant and trainer with over 15 years' experience advising governments, public institutions, businesses and NGOs in Brussels, Washington DC and across Africa.

She co-founded the first Brussels-based public affairs consultancy specializing in EU-Africa relations, and has worked on a variety of projects across Africa, including UN and EU funded programmes in trade, health, education, peace and security.

She started her career in Washington D.C. at the Africa Policy Information Center, the oldest organisation in the US dedicated to African affairs before managing, for ten years, communication programs within the European Chemical Industry Council (Cefic). Since 2010 she has been a lecturer within the Executive Master in European Public Affairs and Communication at IHECS Brussels.

She has been appointed as visiting professor at the College of Europe (Bruges) since 2020. Annie is the co-founder of Africa Communications Week, an international platform bringing together communication experts worldwide looking to impact Africa's transformation.

She holds two master's degrees, in communication and in international relations, from the University of Liege (Belgium) and the University of Bradford (UK).

Olivier Nicoloff – Government of Canada



S.E. M. Olivier Nicoloff (B.A. [sciences politiques], Université McGill, 1978; M.A. [relations internationales], Université Laval, 1982) est entré au ministère des Affaires extérieures en 1987.

À l'administration centrale, il a travaillé à la Direction des ressources humaines de 1991 à 1993 et a été coordonnateur de l'équipe d'action contre les mines antipersonnel de 1999 à 2002.

À l'étranger, il a été affecté à Abidjan en 1988-1989, à Dakar de 1989 à 1991, à Tunis de 1993 à 1996, à Moscou de 1996 à 1999, et à Prague de 2002 à 2006. De retour à Ottawa, il a été directeur des Relations intergouvernementales de 2006 à 2009, de la Démocratie, du Commonwealth et de la Francophonie de 2009 à 2012, et des Relations bilatérales et institutionnelles avec l'Europe et l'Union européenne de 2012 à 2016.

Johannes Nitschke - Siemens



Johannes joined Siemens in 2016 where he works as Senior Director for EU Government Affairs. He mainly follows EU policy and legislation linked to Digitalization topics, including Cybersecurity, Artificial Intelligence and 5G.

Johannes has extensive experience in Public Affairs and Communications, having worked in Brussels and Washington, D.C. over the past ten years.

He holds degrees in International Relations and Business from Universities in Germany, Spain, France and the UK.

Luisa Santos – Business Europe



Ms Santos is Deputy Director General at BusinessEurope, responsible for international relations and Chair of BusinessEurope's EU-UK Task Force. She was a member of the TTIP Advisory Group and is now a member of the Expert Group on EU trade agreements of the European Commission. Her principal experience is in trade and the textiles sector, having acted first as the chief representative for the Portuguese textile industry in Brussels, later as Trade and Industry Manager for Euratex – the European Apparel and Textile Confederation. She was also the manager responsible for international partnerships – including a joint venture in India – for a leading Portuguese textile company. Her academic background is law and management.

Gohar Sargsyan - CGI



Dr. Gohar Sargsyan, MBA is Director EU and Innovation at CGI. Accomplished and results-oriented executive with extensive experience directing all aspects of business operations and driving sustainable business growth. Significant record of success leveraging innovation, digital transformation, business/IT alignment, business growth, business excellence, and transforming innovation into business. Proven new business initiative leader, and creating demand for jointly marketed solutions. Successful business development executive with broad skills in global partnerships, financial operations, board services, and project management to maximise revenue growth. She is an inventor with IP ownership, is a frequent (keynote) speaker in international conferences and publishes regularly in business and scientific journals.

Pat Sherlock – Canada Goose



Pat is a charismatic leader with over 20 years of experience driving growth in the fashion, sporting goods, and packaged goods industries. He joined Canada Goose in 2012 and was most recently Senior Vice President of Global Wholesale before taking on his current role, where he is responsible for operations in Europe, the Middle East, Asia and South America. Pat has been integral in the transformation of the sales organization and continues to lead our growth across multiple regions and channels. Previously, Pat served as the National Sales Manager of New Balance Canada Inc., where he led his organization to record growth in fashion and lifestyle footwear space, and spent more than a decade at InBev (Labatt) in multiple sales leadership roles. Pat received a Bachelor of Business Administration and Management from University of Winnipeg. Outside of work, Pat is a nationally certified basketball coach who enjoys coaching his daughter's basketball team, cycling and spending time with his family.

Sena Siaw-Boatengherlock – Government of Ghana



Her Excellency Mrs. Harriet Sena Siaw-Boateng has since 15th March, 2019, held the position of Ambassador of Ghana to the Kingdom of Belgium, the Grand Duchy of Luxembourg and Head of Mission to the European Union (EU). Prior to that, she served as Chef de Cabinet at the Office of the Honourable Minister for Foreign Affairs and Regional Integration (MFA & RI).

Ambassador Sena Siaw-Boateng began her Foreign Service career in 1997 as an Assistant Director in the Policy Planning and Research Bureau of MFA & RI. She rose through the ranks and attained the grade of Director (FSO A1) in 2013. From July, 2013, to February, 2016, she held the position of Director of the Africa and Regional Integration Bureau, with oversight responsibility for the ECOWAS National Unit and the African Union (AU) Unit.

Between 2016 and 2017, she served as Chargé d’Affaires ad interim at the Ghana High Commission in Pretoria, South Africa. She also held the position of Minister-Counsellor and the first female Head of Chancery at the Ghana High Commission in London, United Kingdom, from 2008 to 2011. Besides those assignments, she served in various capacities both home and abroad, including postings to Ghana Embassies in Madrid, Spain, and Havana, Cuba.

Ambassador Sena Siaw-Boateng is a product of Achimota School and the University of Ghana, both in Accra. She was a Chevening Scholar at Oxford University, UK, and has also successfully pursued various courses at the Ghana Institute of Public Administration and the Ghana Stock Exchange, among others. She is a qualified Barrister and Solicitor of the Supreme Court of Ghana. She is a sports enthusiast and skillful tennis player. She also speaks French and Spanish fluently, and is married with two (2) children.

Xavier Van Overmeire - *Dentons*



Xavier Van Overmeire practices business law with a focus on international trade. He is Fellow of the Centre d'études et de recherches internationales de l'Université de Montréal (CÉRIUM).

His practice focuses on advising clients in international mergers and acquisitions, joint ventures and strategic alliances (including international franchise, distribution and technology transfer agreements). He has extensive experience with multi-jurisdictional transactions and is particularly well versed in the energy, natural resources, pharmaceutical, new technologies, e-commerce and services sectors. Xavier also represents domestic and foreign companies before international courts of law (particularly in Europe) and arbitration panels on international trade issues related to investment and the import-export of products and services.

Xavier teaches at the Université de Montréal's Faculty of Law and is regularly invited by various international associations and corporations as a speaker on free trade agreements, most particularly on the Comprehensive Economic and Trade Agreement (the "CETA") between EU and Canada.

Olga Vovk - *EDC*



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.

Jan Wauters – Flanders Investment & Trade



Jan Wauters is the Science and Technology Counselor life sciences and nanotechnologies at Flanders Investment & Trade New York, where he is responsible for stimulating high-tech research collaborations and business opportunities between the Americas and the State of Flanders, Belgium. Jan has over 20 years of experience in business development for emerging technologies, including semiconductors, renewable energies and biotechnologies.

Prior to his current position, he was director of industry relations and corporate marketing at IMEC, the world's largest independent nanotechnology R&D center. In 2007, he co-founded, together with the US delegation, the Working Party on Nanotechnology at the OECD, to study the impact of nanotechnologies on our industry and society. He served as Executive Director of the Flanders Nano Bio Alliance, which he founded in 2006. FNBA is a collaborative to stimulate nano- and biotechnologies in Flanders.

Jan Wauters has authored over 100 articles in scientific journals. He published many articles in trade magazines on micro- and nanotechnologies.

Jan received his Masters in physics and PhD in sciences from KU Leuven in 1987 and 1993, respectively. From 1993 to 1995, he was a postdoctoral researcher in Leuven and in the USA. He served as Fellow of the Faculty of Sciences to promote KU Leuven in Belgium and abroad from 2013 to 2019.

Currently, Jan serves as President of the KU Leuven Alumni USA Chapter

Nicolas Wolff - Boralex



Nicolas Wolff a rejoint Boralex en avril 2019 en tant que Vice-Président & Directeur Général Europe.

Boralex est aujourd'hui le plus important acteur indépendant du secteur éolien en France employant près de 200 personnes. L'entreprise exploite près de 1000 MW dans l'hexagone et est reconnue pour son approche industrielle et son modèle unique pour l'exploitation et la maintenance.

De 2007 à 2019, Nicolas a successivement occupé au sein du groupe Vestas les postes de Directeur Général de la filiale française, Vestas France, puis Vice-Président & Directeur Général de Vestas Western Mediterranean, en charge de la France, de l'Espagne, du Portugal, du Maghreb et des pays d'Afrique de l'Ouest.

Avant ce parcours, il a occupé le poste de Directeur Commercial Europe, en charge des solutions biométriques, au sein de Morpho (Groupe SAFRAN), et a également assumé pendant quatre ans la fonction de Directeur Général de la filiale du groupe SAGEM sur la zone pacifique (Sagem Australia, à Sydney). Il a également acquis une expérience à l'international pour le groupe Arjowiggins et le groupe Thalès à Caracas.

En parallèle de ses activités, il a assuré de 2009 à 2013 la Présidence de France Energie Eolienne (FEE). Il a ensuite cédé sa place pour s'investir cette fois comme Président de la Commission Industrie et administrateur de l'association. En décembre 2019, Nicolas a été réélu à la Présidence de France Energie Eolienne.

Nicolas Wolff est diplômé de l'Institut Supérieur du Commerce de Paris et de l'IMD Executive program.

Hirut Zemene – Government of Ethiopia



Ambassador and Head of Mission to Belgium, Luxembourg and the EU. Twenty-eight years of experience in diplomacy in positioning Ethiopia both in bilateral and multilateral forums in the efforts to achieve peace and stability, attract development cooperation;

Further enhance Ethiopia's contribution in global and continental partnerships for collective security and development;

- State minister for Political Affairs – covering both bilateral and multilateral issue including UN, AU and IGAD affairs (2016 til present)

- 17 years experience in leadership – ranging from Director, Director General to State Minister; led 13 bilateral and multilateral Departments at the HQ (Ministry of Foreign Affairs of Ethiopia), Managed 60 Ethiopian missions abroad, forged good working relations with counterparts of other countries and multilateral organizations; (2016 til present)

- Served in various departments in the Ministry of Foreign Affairs of Ethiopia, including the Americas, Europe, Asia and Business Diplomacy taking part in forging partnerships and advancing cooperation for common interests;

- Served abroad in the Ethiopian Embassies in PR China and the UK as junior and senior diplomat respectively-dealing with political affairs, development cooperation, and business diplomacy.