



## EU-Canada Free Webinar

30th of March 2021 15:30-17:00 (Brussels time)



**How the EU-Canada Strategic Partnership Agreement and CETA  
can ensure a robust economic recovery?**

### **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.

## **Ailish Campbell – Gouvernement of Canada**



Dr. Ailish Campbell was appointed Canada’s Ambassador Designate to the European Union in October 2020. In this role she leads diplomatic representation to the EU and strategic engagement of Canada’s second largest trade and investment partner.

Ailish joined Foreign Affairs and International Trade Canada in 2002 as a trade negotiator in the WTO Doha Round. During her time as a federal public servant, she has held successively senior executive roles in economic, finance and international policy including at the Privy Council Office and Industry Canada. Outside of the public service, Ailish was Vice President, International and Fiscal Policy, at the Business Council of Canada from 2013 to 2015. In 2015, she returned to public service and became General Director, Economic Development and Corporate Finance, at Finance Canada where she led work on innovation, clean technology, and defence. From 2017 – 2020 she served as Chief Trade Commissioner of Canada and Assistant Deputy Minister, leading Global Affairs Canada’s team of Trade Commissioners across six Canadian offices and over 150 locations worldwide. Under her leadership, the Trade Commissioner Service expanded services to high growth companies and established a range of new digital services to small business to promote the use of Canada’s global network of free trade agreements.

Ailish holds a Doctorate in International Relations from the University of Oxford. Her doctorate thesis was published by Palgrave Macmillan (UK) as *“European Welfare States and Supranational Governance of Social Policy”*. In August 2020 she earned her ICD.D designation from the Rotman School of Management, University of Toronto. She is designated a Young Global Leader by the World Economic Forum.

## **Andrea Collard – Avisa Partners**



Andrea is the Managing Partner of the Brussels office of Avisa Partners. He specialises in EU competition and advises blue-chip clients on competition cases and regulatory issues. Andrea spent six years in the European Commission’s Directorate-General for Competition (DG COMP), where he worked on high-profile cases in the financial, transport, energy and raw materials sectors, both in M&A and cartels. Andrea also worked as a business strategy consultant in Germany. He studied law and holds a Master’s degree in International Affairs from the Institute for International Political Studies (ISPI) in Milan.

## **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.

## **Nadiya Nychay - Dentons**



Nadiya Nychay is a partner in the Brussels office and an expert on international trade law, dispute resolution, including in the WTO, and regulatory matters. In her practice, Nadiya draws on more than 20 years of experience in leading international law firms and as a legal officer at the WTO secretariat. She has been advising private clients, sovereign governments and international organizations on trade matters out of Brussels, Washington D.C. and Geneva. Due to her diverse background and experience, Nadiya has established herself as a leading authority on the WTO, EU regulatory and trade matters recognised as a leading practitioner in the field by *Chambers Europe*.

## Stéphanie Yon-Courtin – *European Parliament*



Stéphanie Yon-Courtin is a Member of the European Parliament (Renew Group), Vice-President of the Committee on Economic and Monetary Affairs (ECON) and substitute member of the Committee on the Internal Market and Consumer Protection (IMCO), on the Fisheries, (PECH) and of the sub-committee on taxation (FISC). She was rapporteur for the 2019 annual competition policy report and shadow rapporteur for the 2020 report on the Capital Markets Union and 2020 annual competition policy report. She is also Chair of the delegation for relations with Canada and a member of the delegation for relations with the United States.

Stéphanie is also a member of the Calvados Departmental Council. Prior to her election as an MEP in 2019, she was Mayor of Saint-Contest, and a Vice-President of the urban community Caen la Mer.

Prior to that, Stéphanie worked as an advisor on international affairs in the office of Bruno Lasserre, former President of the French Competition Authority. She was admitted to the Paris Bar in 2004, specialising in competition law, and worked in international law firms. She also worked as a legal expert for the European Commission.

Stéphanie holds a Master's degree in law from the Universities of Caen and Bristol, and a Master's degree in European Business Law from the Institute of European Studies.

She is 47 years old, married and mother of two children. She is President of the association "*Caen les femmes*" created in 2011. She has been a regular contributor to the international political section of the journal *Concurrences*.

## Presented by



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