



EU-Canada Free Webinar

22nd of June 2021 15:30-17:00 (Brussels Time)



Michael Arnold – PEER Group GmbH



Michael Arnold is Managing Director of PEER Group GmbH, which is based in Dresden, Germany. He is responsible for all operational aspects and the strategic direction of the company.

Michael has a PhD in Physics from the University of Jena. He conducted extensive research at the University of Düsseldorf in cooperation with the University of Jena and the National Institute of Advanced Interdisciplinary Research in Tsukuba, Japan.

Prior to joining PEER Group, Michael Arnold was the Operations Manager of TRW's European Manufacturing Solution Business Unit. He was involved in software development for aerospace systems at AMST Sysemtechnik in Ranshofen, Austria; in development and deployment of factory automation solutions for Matsushita Automation Controls in Holzkirchen, Germany; and systems simulation and software development for Buck Werke GmbH & C. in Bad Reichenhall, Germany.

Michael Arnold was born in Brandenburg, Germany, and he lives now in Dresden, Germany.

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.

Andreas R. Weichert – Embassy of Canada to Germany



Since 2018, Mr. Weichert is Minister Counsellor Commercial and Economic at the Canadian Embassy to Germany. He joined Foreign Affairs, Trade, and Development Canada as a Trade Commissioner in 1995 and has served overseas in the OSCE Mission to Georgia and in Canadian embassies in Almaty, Amman, Riyadh and Moscow. In Ottawa, he has served as Executive Director of the International Education Division and Director Strategic Trade Planning and Performance Management Division. Previous headquarters assignments include the Regional Offices in Canada Division, Environment Division, Eastern Europe Division and Export Finance Division.

Mr. Weichert is from Canada's western province of British Columbia. Prior to joining Foreign Affairs, Trade, and Development Canada, he worked in a variety of roles in advertising and insurance, achieving his Canadian Accredited Insurance Broker designation in 1987. He graduated from the University of British Columbia in 1991 (B. Commerce Honours Finance), and in 1992 (MBA). He continued his post graduate studies in Management at Erasmus University Rotterdam and at the Wirtschaftsuniversität Wien (Vienna University of Economics and Business). Following his studies, he worked in the investment industry in Luxembourg. Mr. Weichert is married and has two children.

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.

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