



## 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.

## **Luis Carazo Jimenez – DG Agriculture and Rural Development-The Americas**



Agricultural Engineer and Master on International Trade, Luis started his professional career in the dairy sector and then moved to the Spanish Institute for International Trade. He joined the European Commission in 1999, first the Directorate General for Environment and then for Agriculture and Rural Development. He has extensive experience in the market management of several agri-food sectors. In 2012 Luis was appointed Head of the Unit “Animal Products” and since 2019 heads the “Americas” unit in the same Directorate General.

## **Florian Chapalan – Ballard Europe**



Florian Chapalan is public affairs manager at Ballard Power Systems, a global supplier of fuel cells for stationary power and heavy-duty vehicles, headquartered in Burnaby (BC). As Ballard representative in Brussels, he works on promoting zero-emission technology for road, rail, and waterborne transport among European institutions and trade associations.

Before joining Ballard, Florian spent 11 years in Brussels working for several industrial companies and trade associations such as Hitachi Energy, ABB, and the European association of electricity distribution companies (EDSO) where he advocated sustainable energy and transport technologies.

Florian holds a master’s degree in European and Global affairs from Sciences Po Rennes (France).

## **Benoît De Nayer – *Actito***



Benoît De Nayer holds a Master degree in Law from the University of Louvain and a Master degree in Tax Law from the University of Brussels. He started his career as researcher in Consumer Law at the University of Louvain and as Barrister.

Benoît published several articles on privacy and consumer protection and has given numerous lectures on these matters in Europe, the US and Canada.

In 2000, he departed from his legal career to found ACTITO, a pioneer in cloud based CRM and Marketing Automation. Benoît is currently managing the product Strategy of ACTITO.

## **Kris De Souter – *Degroof Petercam***



Kris De Souter is head of private banking and member of the management committee of Banque Degroof Petercam Luxembourg since May 2020. Kris De Souter has 25 years of international professional experience in Luxembourg, Belgium and the Middle East, where he has demonstrated his skills in the management of traditional and alternative investment products, in private banking and in family office. He joined the Degroof Petercam Group in 2018 in Belgium where he was responsible for the Group's Family Office. He has worked for various companies including Kredietrust, ING Barings Private Banking, Dexia Asset Management/Banque Internationale à Luxembourg, Oman Orix Leasing Company and Majid Al Futtaim Trust. Kris De Souter holds a Master's degree in Business and Finance (EHSAL, Brussels) as well as the CFA (Charlottesville, USA), the CAIA (Amhest, USA) and the LEAP (Insead).

## **Jocelyn Doucet – Pyrowave**



Jocelyn Doucet is a chemical engineer and an entrepreneur dedicated to the development and marketing of innovations in connection with the transition in the use of our non-renewable resources to a circular economy business model. With a team of professionals under his leadership, he developed a patented technology—the Catalytic Microwave Depolymerization—for the local processing of mixed plastics, including polystyrene, into a raw material identical to the original feedstock, to be reused by the chemical industry in new plastics manufacturing. This innovation has an undisputable positive environmental impact, as it helps recycle materials found in soils and oceans.

Mr. Doucet holds a Ph. D. in Chemical Engineering from Polytechnique Montreal, where he has been an adjunct professor since 2011. As part of his education, he started a first company specializing in the scale up of chemical processes and developed several innovations now released on global markets. He then focussed on resource efficiency and led a team responsible for the development of a technology using microwaves to break down molecules into their original components. In 2014, this idea led to the creation of Pyrowave, a company which developed the most advanced high power microwave technology platform worldwide and is now at the forefront of the new revolution intended to increase resource efficiency. Pyrowave works in tandem with the largest stakeholders in the global polymer industry, including Michelin and America Styrenics, and is currently at the marketing stage in North America and Europe.

## **Reuben East – Government of Canada**



Reuben East is Counsellor (Trade & Economic Policy) at Canada's Mission to the European Union in Brussels.

Reuben has over fifteen years of experience as a senior international trade negotiator and as senior counsel for the Government of Canada, including as deputy-lead negotiator (Trade Remedies) for Canada-United States-Mexico Agreement (CUSMA), as senior counsel for the CPTPP and as lead negotiator for investor-state dispute settlement for CETA. Reuben has also played a leading role in some of the highest profile NAFTA Chapter Eleven arbitration cases.

Reuben holds a M.A. International Affairs from the Norman Paterson School of International Affairs, a LL.B from the University of Ottawa and a B.A from the University of King's College.

## **Melina Howard - FideField**



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.

## **Matthias Jørgensen – European Union**



Matthias Jørgensen is a European Commission Official since 1994. He worked in DG ENV from 1994-1999 on the implementation of the Convention on Biodiversity and negotiation of the Cartagena Biosafety Protocol. From 1999 he has worked for DG TRADE, dealing with a variety of bilateral, multilateral and horizontal issues. He also worked in the EU Delegation in Argentina from 2004-2008 as head of the Trade, Political and Press sections. He focussed on EU-Latin America trade relations from 2010 to 2020 and was closely involved in the negotiation, conclusion and implementation of agreements with Latin American countries, including as Chief negotiator (EU-Chile modernisation, EU-Ecuador) or deputy Chief negotiator (EU-Central America, EU-Mercosur, EU-Mexico). As of September 2020, he is the head of unit for trade relations with the US and Canada in DG TRADE.

He holds a Masters in Law from the University of Copenhagen, a Masters in international Law from the University of Montpellier and a Masters in European Law from the College of Europe.

## **Maired Lavery – EDC**



Since joining Export Development Canada in 2014, Mairead Lavery has put values and ethics at the center of her leadership approach. Appointed President and CEO on February 5, 2019, Mairead set out three pillars for her leadership: Champion for Trade; Environmental, Social and Governance Responsibility; and Inclusion, Diversity and Equity. These values are the centerpiece of her – and EDC’s – business agenda.

Under her direction, Canada’s export credit agency has pursued ambitious objectives, achieving strong growth, and helping more Canadian companies do business in 200 markets around the world, while generating over \$100 billion in trade and investment annually.

In 2020, EDC became a major contributor to the Government of Canada’s COVID-19 economic response, helping deliver billions of dollars in liquidity to companies across Canada. EDC also stands as the single largest financier of Canadian cleantech, a proud supporter of women-owned and women-led businesses, and regularly ranks among Canada’s Top 100 Employers.

Maired is the Board Chair for the EDC subsidiary, FinDev Canada, Canada’s international development finance institution, and a Board member of Ontario Global 100, creating opportunities for business leaders of Ontario mid-sized companies to accelerate growth. She also sits on the advisory boards of Toronto Global Forum and Project Arrow, which is creating Canada’s original full-build, zero-emissions concept vehicle. Prior to joining EDC, Mairead held executive roles at Bombardier, where she managed a range of large complex portfolios over a sixteen-year career.

She is a native of Northern Ireland, has a degree in Management and Accounting from Queen’s University Belfast, and is a fellow of the Institute of Chartered Accountants in Ireland. She is also the first woman to occupy EDC’s chief executive role in its 75-plus year history.

In 2015, Mairead experienced another very proud milestone: becoming a Canadian citizen.

## **Kristof Lowyck – Flanders Investment and Trade - FIT**



As the Invest coordinator for the America's at Flanders Investment & Trade, Kristof Lowyck has extensive knowledge of the Flemish economic ecosystem, ranging from Life Sciences, over the creative industries to the semiconductor industry. He has in-depth experience with some of the largest foreign investments into Flanders and his broad network of partners covers all the needs of a foreign company to set up successfully in Europe. Researcher at the Center for Economic Studies (KU Leuven), 2004-2012. Expert Innovation and International business at Voka-Chamber of Commerce and Industry, 2012-2017. Deputy-director Inward Investment at Flanders Investment & Trade, 2017 onwards.

## **Sushanta Mitra – SLE Enterprises B.V.**



Sushanta Mitra is a Professor in the Department of Mechanical & Mechatronics Engineering and cross-appointed to Chemical Engineering, Physics & Astronomy, and Chemistry at the University of Waterloo. He serves as the Executive Director of Canada's largest nanotechnology institute – the Waterloo Institute for Nanotechnology (WIN). Before joining Waterloo, he had several administrative roles in Canadian higher education, including Department Chair (Lassonde School of Engineering), Associate Vice-President Research (York University) and Assistant Vice-President Research (University of Alberta). He also served as the President of the Canadian Society for Mechanical Engineering. For his contributions in science and engineering, he is elected fellow of several professional organizations, including the Canadian Academy of Engineering, the Royal Society of Chemistry, the American Physical Society, the American Association for the Advancement of Science and a foreign fellow of both the Indian National Academy of Engineering and the National Academy of Sciences India. He has an entrepreneurial mind, being the Founder & CEO of a Canadian startup, Aquabits Inc. (on quantum computing) and a Dutch startup, SLE Enterprises B.V. (on ultra-fast encapsulation technology), supported by the University of Waterloo.

## **Frédéric Sallmann – Innovation Management Expert**



Frédéric Sallmann is a leader in innovation management in the healthcare industry and serial invited speaker in Innovation Management at different business schools including ESSEC Paris, Louvain School of Management and ICHEC Brussels Management School, Belgium.

Sallmann is currently Head Global R&D Disruptive Innovation Management in a Global Healthcare company and has over 20 years of experience in the Healthcare industry;

He built his professional experience in a multinational, primarily as strategic marketing Manager for the WW launch of a new asset, then he worked on product and pipeline strategy and finally since 2012 on innovation management, becoming an intrapreneur practitioner for innovation management. Previously he was research associate in a top rank research institute (MIT), he then worked in startups as a Research Project Leader and Head Screening and Drug Discovery. He was head of Target Discovery and Validation at UCB Pharma.

Born in France, and educated in Belgium, France, Canada and United States, Sallmann is a scientific, has an MBA from Brussels School of Management (ICHEC) / Louvain School of Management. Holding a Master in Biochemistry from the University of Lille France, a Ph.D., Physiology and Endocrinology from Laval University Quebec Qc Canada, an executive Master in Innovation Management from the Louvain School of Management Belgium and different certificates of innovation management from different Universities including MIT Sloan and Colombia University USA and Vlerick Business School Belgium, Frédéric has deep scientific and management knowledge.

### **Disclaimer**

*The opinions expressed by Frédéric Sallmann during the EU-Canada Business Summit are those of Frédéric Sallmann and do not represent those of Glaxosmithkline or its parent, subsidiary or affiliated companies.*

## **Dr Antoine Sonnet – Michelin Canada**



Dr. Antoine Sautenet, Public Affairs Director, Michelin Canada; sustainable mobility and international trade, Michelin Group. Antoine Sautenet has a unique transverse experience as governmental affairs manager in Europe, Asia and North America, and also as a diplomat and academic in International Law.

Antoine Sautenet holds a PhD in International Law and is a former student of the Ecole Normale Supérieure (ENS) de Cachan in macro-economy, one of the French selective High-School.

With an expertise in international trade and Europe-Asia relations, he was an Associate Professor at the University of Rennes I and a researcher at the French Institute of International Relations (IFRI). He published a book on the Strategic partnership between Europe and Emerging Asia (2014, ed. Larcier) and articles on EU External relations, international trade and regional economic integrations in Asia.

In 2010, he was Advisor at the French Ministry of Foreign Affairs on intellectual property and investment matters, before joining the Michelin Group's Public Affairs Department in 2013. After 3 years in Paris in charge of Market Access, Grants and Subsidies for the Michelin Group, he spent 3 years (2016-2019) in Bangkok, heading Public Affairs in East-Asia and coordinating diplomatic affairs worldwide.

Since 2019, Antoine Sautenet is in charge of sustainable mobility and international trade for the Michelin Group and Director of Public Affairs for Michelin Canada. From that perspective, he is representing corporate issues, especially development of new businesses such as hydrogen, in Canada and is responsible for the Movin'On ecosystem on sustainable mobility in the country.

## **David Sussmann – Seafoodia**



An entrepreneur at heart, David Sussmann founded SEAFOODIA in 1996 on Rhode Island in the USA and then in Europe.

Seafoodia is specialized in the distribution and sales of seafood products worldwide. Based in Marseille, in the heart of the Mediterranean, and supported by strong partnerships with more than 40 production facilities and fishing boats worldwide, Seafoodia exports to more than 60 countries and has more than 80 employees worldwide. As a strong advocate of the “liberated company” model, he places his coworkers’ and partners’ wellbeing and trust, at the heart of business.

During his various business trips, David Sussmann has observed the pollution and destruction of the natural environment. Passionate about the ocean, sailing and diving, he became aware of environmental issues and wanted to act for the Planet. This is how the idea of Pure Ocean came about - a fund he created in 2017 for the protection of fragile marine ecosystems and biodiversity.

## **Felix Uedelhoven – GE Healthcare**



Felix leads Government Affairs & Policy for GE Healthcare in Europe. In his role he represents the company towards the European Union Institutions, national governments and authorities in the EU Member States across healthcare, medical devices and government funding policies. During the past year of the COVID-19 pandemic, Felix supported the company’s global response to ensure the availability of medical equipment, the functioning of global supply chains and the participation of the company in EU and Member States’ COVID-19 response efforts.

Felix joined GE Healthcare in June 2019 from previous roles at Bayer and in the European Parliament and represents the GE HC at AMCHAM EU, COCIR and Med Tech Europe. At GE Healthcare he is part of the company’s EMEA Leadership team and the Global Government Affairs team.

Felix holds a Bachelor in Politics, Philosophy and Economics in Europe and Masters in European Public Policy and Etudes Européennes from the University of Kent and Science Po Lille.

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## **Peggy van de Plassche – *Invest in Canada***



Peggy Van De Plassche is an experienced technology, operations, strategy and finance executive with expertise in new venture development, business management and restructuring, investment management, strategic planning and financial analysis.

A finance professional by trade, Peggy started working in technology 15 years ago, before fintech was a word. She is a founding partner at Roar VC, which invests in Canadian Data AI startups catering to the financial services industry. Prior to launching Roar VC, she was senior advisor at Portag3 Ventures as well as VP Innovation at CIBC. Peggy has also worked at CGI and BMO, founded 113 Ventures, invested in tech companies, and consulted for large organizations and startups.

She has been involved in the community as head of committee and volunteer for several non-profits, is a board member for Zoom.ai, FrontFundr, Hackergal, the Digital Finance Institute Advisory Board, the National Crowdfunding & Fintech Association of Canada Advisory Board, and acts as an advisor for the AI Fintech Holt Accelerator and Portag3 Ventures.

Peggy holds a M.Sc. and a B.B.A. from the IÉSEG School of Management and is a CFA Institute member.

## **Anthony van de Ven – *Brainport Eindhoven***



After completing his studies in Political science and European and International law, Anthony started his career as public affairs consultant following EU legislative developments for a range of companies in the fields of Environment, healthcare and ICT. He joined Eurocities, the European network of large cities in 1995, where he started as project development officer. He worked for EUROCITIES for 11 years and in that period was responsible policy officer for different thematic for a including Environment, Social affairs and Economic Development, before becoming overall Policy and Project Director. Today, Anthony heads the Brainport-Eindhoven Brussels Representation which he established in 2005. He also was instrumental in establishing the ERRIN network of Brussels offices with a focus on Research and Innovation.

## **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.

## **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.

## **François-Xavier Vauchelle – McCain Foods Limited**



François-Xavier joined McCain Foods in October 2021 as Senior Director, Government and External Affairs for Continental Europe. McCain is a Canadian family-owned company founded in 1957 (first French fry plant opened in Florenceville, New Brunswick, Canada) with strong ties in Europe embarked upon a journey to create planet-friendly food to ensure a sustainable future for the generations to come.

Before taking on his current role, he was Deputy Head of EU Public Affairs for Danone in Brussels from 2014 to 2021. Prior to that, he began his career at the European Parliament where he worked for an influential and experienced Member of the European Parliament from 2006 to 2014.

He also serves as French Foreign Trade Advisor (EU section in Brussels) appointed by the French Prime Minister in July 2019.

François-Xavier is graduated from the Institut d'Études Politiques (IEP), Grenoble, France – specialized in Public Law completed by a Master's Degree in European Studies from the Law Faculty at the University of Siena, Italy. He is married with two children.

## **Sara Wilshaw – Government of Canada**



Prior to her current role of Chief Trade Commissioner of Canada and Assistant Deputy Minister, International Business Development, Sara Wilshaw served as Director of Operations, Foreign and Defence Policy Secretariat at the Government of Canada's Privy Council Office (PCO). In this role she provided strategic analysis and advice to the Prime Minister, the Clerk of the Privy Council, the National Security and Intelligence Advisor and the Foreign and Defence Policy Advisor on matters concerning Canada-U.S. relations, Latin America, Trade issues, Climate Change, Human Rights and the UN.

Prior to joining PCO, Sara led the North America Bureau at Global Affairs Canada during the renegotiation of NAFTA as Director General. She was previously appointed to represent Canada as Consul General in Dallas, and as Senior Trade Commissioner in New Delhi, India, and she has extensive experience in trade promotion and negotiations, including at Canada's Permanent Mission to the World Trade Organization in Geneva and at the Embassy of Canada in Japan.

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## Partners

