

The EU-Canada Business Summit logo features a stylized maple leaf composed of red, orange, and yellow petals. Below the leaf, the text "EU-Canada Business Summit" is written in a bold, sans-serif font, followed by "8th of November 2022 | Brussels" in a smaller font.

A large world map serves as the background for the graphic. Overlaid on the map are several dashed white lines representing global trade routes or communication paths. Along these lines, there are various icons: a white airplane flying from North America towards Europe; a white truck on a road in Asia; a white cargo ship at sea; a clipboard with a checklist; and numerous red location pins marking specific cities or points of interest. Three blue gears are scattered across the map, symbolizing industry or technology. The overall theme is international business and connectivity.

*Presented by the Canada-Europe Economic Chamber | EU*

## **Rob Alexander – AlumaPower Corporation**



Rob comes to cleantech after over 30 years of experience in automotive and finance sectors, with a focus on startups and turnarounds. His strong engineering and technical subject matter expertise has naturally led him to product development in technology-intensive sectors. He has worked with AlumaPower's CTO Geoff Sheerin on a number of new ventures, and joined with him formally in 2017 to launch AlumaPower.

Prior to his time in automotive, Rob worked as a blue-chip company consultant for McKinsey and in investment banking on Wall Street.

He holds masters degrees in engineering and management (MIT, Sloan school), and a BSE in electrical engineering & computer sciences (Princeton). His graduate work on how to launch quality products quickly is still cited in business literature on best practices of new product development.

He lives with his wife Roberta in Huntsville, Ontario. When not working, Rob enjoys wine, waterskiing and his new grandson Theo (not necessarily in that order.)

## **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 also helps many Canadian and European companies adopt a more strategic and effective approach to both markets in order to maximize business development and get a better return on investment from international efforts.

Sam is also own a direct marketing company, INFAX which is a provider of fax & email broadcasting services in Canada. INFAX has clients mainly in Canada but also in France, Switzerland, Australia, Japan, USA, Mexico and Brazil.

A dual citizen of Canada and France, Sam has also been very involved in various international chambers of commerce in Quebec City, Montreal, Vancouver and Paris before founding the Canada-Europe Economic Chamber in Canada and Europe (Brussels).

## **Bénédicte Bergeaud – Northland Power**



Bénédicte joined Northland Power in March 2021 to head the Public Affairs in Europe. Prior to Northland Bénédicte spent 4 years in French politics first at the French Senate as a political advisor then as political and parliamentary advisor to the Minister for Agriculture. She began her career in 2012 as a public affairs consultant in Paris acting on both, French and European level for various clients. Bénédicte has a French-German double diploma in Political Science and graduated from the College of Europe (Vaclav Havel Promotion).

## **Shannon Blanchard – Port Saint-John**



Shannon is a graduate of the University of New Brunswick where she successfully completed an undergraduate degree in Business Administration in 2000. In 2013, she became certified logistics professional, receiving her designation through the Canadian Institute of Traffic and Transportation.

With over 20 years experience in leading global marketing and business development initiatives, and over 17 years at Port Saint John, her current role as Director, Supply Chain Innovation, has her focus on the Port's future container growth, building the economy of our community with the collaboration of stakeholders and partners.

Shannon currently sits on the board of Envision, Saint John's local growth agency and previously has held positions on the National board of Canadian Institute of Traffic and Transportation and Canadian Manufacturers and Exporters.

## **Nicolas Bossé – Brainbox AI**



Nicolas Bossé is the Chief Energy Transition Officer with BrainBox AI. With over 20 years of expertise in the energy sector, Bossé is leading the expansion and positioning of the company's innovative AI offering for the fast-changing global energy markets. Given the size and scope of the real estate asset class, energy management of buildings represents one of the largest opportunities to contribute to our energy transition challenge and our overall decarbonization goals.

Prior to joining Montreal-based BrainBox AI, Bossé served as Senior Vice-President, Strategy & Growth Initiatives at Brookfield Renewable and held roles at Hydro-Québec. Throughout these years, he has developed a deep understanding of global competitive energy market dynamics and regulatory frameworks, as well as extensive experience in creating value through innovative transaction structures in the renewable energy sector.

## **Andy Bounds – Financial Times**



Andy Bounds is EU correspondent for the Financial Times. He arrived back in Brussels in October 2021 and covers trade, the quest for open strategic autonomy, Brexit, agriculture and health. He was an FT correspondent in Brussels between 2004-8 and was most recently North of England correspondent and Enterprise Editor based in Manchester. He has also been Central America correspondent and a sub-editor during his 25 years career at the FT and started his career in local newspapers. Andy appears regularly on FT podcasts and videos and has appeared on radio in the UK and Ireland as well as the BBC, CNN and Sky News.

He has a degree in International History and Politics from the University of Leeds.

## **Mark Camilleri – Ceutia**



Mark Camilleri is the President and co-founder of the Canada EU Trade and Investment Association (CEUTIA), a Brussels based not-for-profit organization that aims to promote the Canada-EU economic and trade agenda in Brussels. Mark is a Brussels based Canadian-European lawyer with over 20 years of corporate, commercial, and regulatory law experience in the European Union, Canada, and the United Kingdom.

Mark has extensive knowledge and experience across a broad range of industry sectors including mining, energy, professional services, international consulting services and the not-for-profit sector. Mark assists clients on a variety of legal and regulatory matters, including important regulatory developments affecting the EU Single Market.

Mark holds an LL.M. in EU Law from KU Leuven (Belgium), an LL.B. and MBA from Dalhousie University (Canada) and a B.A. Honours degree in International Relations from the University of Toronto (Canada). Between 2017 and 2022, Mark was a visiting professor at the Faculty of Law, KU Leuven. His article “Regulatory Cooperation under CETA: Facing Up to the ‘Gorilla in the Room’” was published as part of the CETA Implementation and Implications Project 2022 publication “CETA Implementation and Implications: Unravelling the Puzzle”.

Mark is a full member of the Brussels (Belgium / EU), Ontario (Canada) and England (United Kingdom) bars and is a Certified Information Privacy Professional (Europe) with the International Association of Privacy Professionals.

*Paperless Event*

## **Ailish Campbell – Government of Canada**



Dr. Ailish Campbell was appointed Ambassador of Canada 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.

## **Macarena Cataldo-Hernandez – Viridis Research**



Dr. Macarena Cataldo-Hernandez is the Co-founder, CEO, and creator of the intellectual property being implemented for Viridis Research. A chemical engineer with a Ph.D. in Electrochemical Water Treatment from the Turin Polytechnic University in Italy. She has worked for more than 12 years on drinking and wastewater treatment projects for companies, such as SMAT (Metropolitan Water Company of Turin), European Space Agency, Fracking Company in Texas, and Res'eau WaterNet to name a few. She has experience in transitioning start-up technologies from the lab into the field. She has 20+ academic publications, disclosures and founder pending patents. She co-founded Viridis to protect water sources and guarantee access to clean water. Since establishing Viridis with her cofounder in 2020, Maca has successfully won different competitions including Spring Impact Investor Challenge and UK Water Dragons. When she is not working at Viridis, she coaches and trains Brazilian Jiu Jitsu and volunteers in a local community radio station.

## **Julie Cormier – Opportunities New-Brunswick**



Julie has spent over 10 years in a variety of economic development roles where her focus was helping local companies grow and expand to international markets. Her current role as an Export Development Executive with Opportunities New Brunswick has her focused on helping the New Brunswick economy grow and prosper. Julie works collaboratively with local, regional, and international stakeholders and partners to support growth for companies within the advanced manufacturing and mining space.

Julie is a graduate from the Université de Moncton where she successfully completed an International Master's in Business Administration (MBA) through the Université de Moncton, University of Kentucky, and Universidad Autónoma de Querétaro.

## **Denis Dumont – Tractebel**



Denis is the Chief Officer Business Area Global Nuclear. He holds a degree in mechanical engineering from the University of Louvain, Belgium. He also completed the General Management program at CEDEP/INSEAD in Fontainebleau, France (2017-2018).

He started working for Tractebel over 24 years ago. He worked for 17 years in conventional power plants and especially the building of combined cycles until he joined the nuclear department of Tractebel in 2014 where he led the plant operation team of the seven Belgian nuclear reactors. Since 2018, he is Chief Officer of Nuclear and member of Executive Committee of Tractebel group.

## **Michelle Gartland – Government of Canada**



Michelle Gartland is the Commercial Counsellor & Senior Trade Commissioner at the Canadian Embassy in Brussels covering Belgium & Luxembourg (Belux). As part of the Trade Commissioner Service (TCS), Michelle and her team support Canadian companies in digital technologies & cleantech in accessing intelligence, opportunities and partners in Belux, as well as deliver investment attraction services. After graduation from the University of Guelph, Michelle returned to her birthplace and joined The Canadian High Commission in London, United Kingdom as a Trade Commissioner covering medical technologies. Several years later, Michelle returned to Canada to join the Foreign Service in Ottawa, taking on the role of Deputy Director of the Clean Technology team at Global Affairs Canada responsible for developing tools and strategies to guide the global TCS cleantech network in over 160 offices around the world and Canada.

## **Alexandre Gauthy – *Degroof Petercam***



Alexandre Gauthy holds a master's degree in banking and portfolio management from HEC Liège and has been working at Banque Degroof Petercam Luxembourg for 10 years. After starting his career as a fund analyst and portfolio manager, he became a macroeconomist at the private bank in 2016.

His areas of expertise are macroeconomics, portfolio management, monetary policy and currencies. Alexandre also chairs the investment committee of Banque Degroof Petercam Luxembourg.

## **Constantin Gissler – *Amazon***



Constantin Gissler is Senior Manager EU Public Policy at Amazon in Brussels. He formerly headed the EU office of Bitkom, the German Federal Association for Information Technology, Telecommunications and New Media. Prior to that, he served as a legislative staffer to a member of the European Parliament, whom he advised on procedures in the internal market and industry committees. Constantin started his career in Brussels as government affairs advisor for global law firm Mayer Brown. He holds a master's degree in European administrative and political studies from the College of Europe in Bruges, Belgium, and a bachelor's degree in comparative and European law from Carl von Ossietzky University in Oldenburg, Germany.

## **Jorge Gomez de la Fuente – Repsol**



Jorge heads the Optimization and Special projects' area within Repsol's Industrial Division (which is Repsol's Division holding the Refining, Liquids Trading, Chemicals, Hydrogen and Wholesales & Gas Trading business units). In his role, Jorge leads projects which involve more than one business unit or which are specially transformative. At this point in time, Jorge is heading the Saint John LNG export project.

In his 20+ years' experience in the energy industry, Jorge has acquired professional expertise on managing complex business development projects and negotiations in the Gas/LNG and Chemicals Industry in many geographies; particularly he's been involved with several projects related to gas in North America. Within the specific projects in which he's been involved, he has always devoted efforts for developing innovative concepts (as it was the Floating LNG in early 2010's, the Offshore Wind Power project in Portugal in 2018 and the LNG bunkering niche in Spain in 2018-2019) that lead to the origination of new profitable business.

Jorge is a Mining Engineer (Polytechnic University, Madrid), MSC in Applied Chemical Engineering (Institut Français du Pétrole – ENSPM school, Paris) and held an Advanced Management Program (ESADE Business school, Madrid)

## **Pascal Kerneis – European Services Forum**



He was appointed Managing Director of ESF (European Services Forum) in 1999. ESF is the voice of the European services industry in the international trade and investment negotiations.

He is a long-standing member of the European Commission's DG Trade Civil Society Contact Group. Mr Kerneis is member of all the European Domestic Advisory Groups (DAG) set by the EU FTAs, including the one for EU-Canada CETA, and for EU-UK TCA, and chairs the EU-Singapore DAG established in 2020. He participated to all WTO Ministerial Conferences as Commission's advisor.

Mr Kerneis holds a Ph.D. in European Law (1990 – France). He was Legal Expert in the European Commission in Brussels from 1988 to 1990, and then worked for the European Banking Federation, as International Affairs Adviser.

He is a regular speaker on trade in services and investment conferences and author of articles on trade in services and investment and digital trade related issues in various books and publications.

## **Kim Mackrael – Wall Street Journal**



Kim Mackrael is a Brussels-based reporter with The Wall Street Journal, where she covers European energy policy and a range of other topics including competition, tech regulation, trade and the environment. Before moving to Brussels, Kim reported on Canadian politics and economics from Ottawa for The Wall Street Journal. She previously worked for the Canadian newspaper The Globe and Mail, where she focused on breaking news, politics, and foreign affairs. Kim is a graduate of the University of Guelph's international development studies program and holds a master's degree in journalism from Carleton University in Ottawa.

## **Mary Ng – Government of Canada**



The Honourable Mary Ng was elected as Member of Parliament for Markham-Thorhill in April 2017.

Minister Ng is a devoted community leader who has always believed in the power of public service. She has 20 years of experience in the areas of education, women's leadership, job creation, and entrepreneurship.

Minister Ng immigrated to Canada from Hong Kong with her family, and grew up learning about the struggle and eventual success that many new immigrants experience in Canada.

Her years working for the Ontario Public Service, Ryerson University, and the Ontario Ministry of Education led to her being recognized as one of Canada's top-performing public sector leaders. She later served as Director of Appointments for Prime Minister Justin Trudeau.

## **Jean-Pierre Vidal – European Council**



Jean-Pierre Vidal is Chief Economic Advisor to Charles Michel, President of the European Council. Until December 2019 he headed the Policy and Strategy Division in the Economics Department of the European Investment Bank. He was Counsellor to the Executive Board of the European Central Bank from September 2016 to June 2019. He previously was Chief Economic Advisor to European Council President Donald Tusk, and a member of the cabinet of the first permanent President of the European Council, Herman Van Rompuy. He held several positions at the European Central Bank: Head of the ECB Representative Office in Brussels (2011-2012), Deputy Head of the Monetary Policy Strategy Division (2007-2011), and Head of the Fiscal Analysis Section (2004-2007). Before joining the ECB as economist in 2000, he worked as senior researcher at the 'Centre National de la Recherche Scientifique' (CNRS). Jean-Pierre holds an MBA from ESSEC business school ('Ecole Supérieure des Sciences Economiques et Commerciales') and a Ph.D. in economics from the University of Cambridge.

## **Olga Vovk – Exportation & Development Canada (EDC)**



Olga has over 19 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.

## **Partners**

