

Presented by the Canada-Europe Economic Chamber | EU



EU-Canada Business Summit **18th of October 2023 | Brussels**



The **EU-Canada Business Summit** is a **one day event** held once a year in Brussels, capital of the European Union, that brings together hundreds of political and business decision-makers from **Canada, the EU and the world**.

EU and Canada have a common history, common values, a commitment to preserving and promoting the rules-based international order and have common ambitions for the future like collaboration on trade, climate change, technology, security issues, human rights, and others. The **EU-Canada Business Summit** is a great way to **built business relationships** through VIP cocktails, private meetings, interactive debates and several exclusive networking activities.



40

Countries
represented



20

Number of
speakers



400

Number of
participants

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 to maximize business development and get a better return on investment from international efforts.

Sam 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).

Rosie Birchard – European Correspondent/Journalist



Rosie Birchard is a Brussels-based journalist covering life and politics in Europe for broadcasters around the world. Rosie has reported extensively for CBC News Canada, German channel DW News, and other networks in countries including Singapore, the USA, South Africa and India. Rosie focuses on finding and telling the stories of people affected by big decisions taken in Brussels at EU and NATO headquarters -- from trade and defence to migration and climate change. Rosie also moderates events and works across print, television, radio and digital media. She is originally from Scotland and has lived and worked in Brussels for five years.

Rob Brant – McCarthy Tétrault



Robert Brant is the Managing Partner of our London, England office where he has been based since 1998. He is an experienced corporate/commercial lawyer, focusing his practice on transatlantic M&A, capital markets and projects work. When it comes to transactions between Canadian and UK/European companies few lawyers have as much experience to draw upon.

Rob regularly advises a wide range of Canadian and international companies in connection with Canadian and European M&A and corporate finance transactions (including new stock exchange listings) as well as significant projects and commercial contracts. Mr. Brant's experience extends to a number of different sectors with a focus on all forms of energy and natural resources. Clients that Mr. Brant has recently advised include Asanko Gold, CGI, CIBC, Dadco Group, Duke Royalty, Enbridge, First Quantum Minerals, Helios Investors, Heritage Oil, Mercuria Energy Trading, National Bank, Sundial Growers, TD Bank and Vitol.

Rob is the past President of the Canada-UK Chamber of Commerce where he is currently the Co-chair of its Energy Forum. He is also the Chair of the Maple Leaf Trust, the leading charity in the UK for Canadians, which supports a variety of causes including Canadian veterans and students living in the United Kingdom and the UK Terry Fox Run for cancer research in the UK.

He is a regular speaker on energy transition issues including as they relate to Indigenous communities and is a proud member of the Mohawks of the Bay of Quinte.

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.

Geneviève Deschamps – Port of Montreal



Employed by the Port Authority since August 2021 as Vice-President, Finance, Geneviève Deschamps has 25 years' experience in the infrastructure sector. Geneviève has been appointed as Interim President and Chief Executive Officer since August 21, 2023. At the Port of Montreal, she is responsible for the organization's financial activities, strategic procurement and risk management.

With a Bachelor's degree in Business Administration, a Master's degree in Finance and the CPA designation, Geneviève Deschamps has distinguished herself in treasury management, corporate and project financing, insurance and pension plan management. Prior to joining the Montreal Port Authority, Geneviève Deschamps managed multidisciplinary teams in the energy and finance sectors.

Interested in mental health issues and the well-being of young people, she has been a member of the board of directors of the *Fondation Jeunes en tête* since 2019.

Deann Evans – Shopify



Deann oversees the EMEA (Europe, Middle East & Africa) commercial operation for Shopify, the leading global commerce company that provides essential internet infrastructure for millions of modern, high-growth brands including Gymshark, Huel, Lounge Underwear and Ooni.

She leads Shopify's strategy to help EMEA merchants sell on every surface and drive retail innovation hand in hand with Europe's most exciting businesses. In her role, she is responsible for regional growth by supporting and developing merchants and entrepreneurs, growing the partner ecosystem, and leading the team culture within Shopify's EMEA markets.

An experienced technology executive, Deann's career spans over two decades in a range of leadership and C-level roles for ecommerce and SaaS businesses, such as eBay, Mettr and Sizmek.

Agathe Favetto – European External Action Service



Agathe Favetto is a policy officer at the European External Action Service in the hybrid threats and cyber team, notably involved in the implementation of the EU Cyber Diplomacy Toolbox. She is a national expert seconded by the French Ministry of Europe and Foreign Affairs. She previously worked at the French cyber security agency (ANSSI), where she holds positions in planning, exercise and crisis management as well in EU and international policy affairs.

Rick Froh – ASSIG



Richard (Rick) Froh's career in 3 acts.

ACT 1: Rick served as a combat engineer officer in the Canadian Armed Forces from 1968 until 1996, across Canada and in Europe and USA. Key assignments included G4 of the Special Service Force in Canada, Commanding Officer 4 Combat Engineer Regiment in Germany and Military Assistant to 3 Chairs of the NATO Military Committee in Belgium. Rick is a graduate, with honours, from the US Army Command and General Staff College, being recognized as a Master Tactician.

ACT 2: As a member of the International Staff at NATO Headquarters in Brussels from 1996 to 2015, Rick was Head of the Land and Joint Armaments Sections, then Deputy Assistant Secretary General (DASG) for Armaments, and finally, DASG for Operations, travelling extensively in Allied and Partner nations, including Ukraine and Georgia, as well as in the Middle East, Africa, Kosovo and Afghanistan. In 2017, he was called back to be NATO's Senior Civilian in Iraq for 3 months.

ACT 3: In retirement, Rick remains engaged. He has been appointed as an Honorary Professor in the School of Law and Politics at Cardiff University; acts as the Strategic Advisor to the Chief Executive Officer (CEO) of a Canadian/American regulatory technology company (Terida); serves as the Executive Director of the Dr Manfred Wörner Circle at NATO; and in 2023 moved from CEO to President of Allied Support Services International Group (ASSIG), a Canadian consulting company in the defence and security sector.

Tom Hautekiet – Port of Antwerp-Bruges



Tom Hautekiet (°1970) graduated as a Master Industrial Engineer – option Construction at the KIHO in Ghent (Belgium). Subsequently, he attended additional management trainings in Fontainebleau: INSEAD and CEDEP.

He started his professional career in 1993 as *Project Manager of industrial projects* at Lafaut NV. As a job site manager, he supervised new industrial projects and concepts.

In 1998, he joined the West Flemish multinational Bekaert and became a passionate *General Manager* with strong international experience.

At Bekaert, he rose to *Senior Vice President* within the Building Products division, which consists of 700 people all over the world. He also negotiated various partnerships across several continents, such as with China in Asia.

As from the 1st of October 2020, he took up the role of *CEO* at the Port of Zeebrugge. After the merger with the Port of Antwerp (April 2022), he was appointed as Chief Commercial Officer.

Tom is a very strong, down to earth team leader. He also transfers this positive quality to his whole team. Not only because of his strategic thinking and operational experience, but also because of his passion and impressive track record in highly internationalized environments, he is considered a brilliant expert in his field.

Frédéric John – D-Carbonize



Frédéric John is the Co-Founder and COO of Belgium-based D-Carbonize. Frederic also teaches sustainability to the University of Mons (in Belgium). He is a certified carbon expert and has performed 40+ greenhouse gas inventories. At D-carbonize, he supports customers to reduce their carbon emissions and to get ready for European environmental regulations. Frederic has a business education and is an MBA graduate from Imperial College London.

Loriane Kohler – Li-Cycle



Loriane Kohler holds the position of Government Relations Associate, EMEA at Li-Cycle. In this role, she collaborates closely with government bodies in the EMEA region, working on public affairs and relations. With a deep understanding of the global challenges related to the energy transition, Loriane is focused on raising awareness about Li-Cycle and building consensus for a responsible supply of critical raw materials.

In her previous role at the Swiss Federal Department of Foreign Affairs, Loriane coordinated Switzerland's position on United Nations decisions and contributed to the preparation of the UN Security Council mandate. Loriane also has several years of experience working in communications and journalism.

Loriane holds a Master's in Development Studies from the Geneva Graduate Institute, and a Bachelor's in History and Social Anthropology from the University of Fribourg.

She speaks French, English, and German.

Christian Liflander – NATO



Christian-Marc Lifländer currently serves as the senior cyber and hybrid policy official of NATO's International Staff. As Head of Cyber and Hybrid Policy section he is responsible for leading the development and implementation of cyber and hybrid policy across NATO.

Previously, Mr Lifländer served as Policy Advisor, Deputy Head of Section and Head of Section in the NATO's International Staff.

Before joining NATO, Mr Lifländer held executive and senior advisory level positions within the Estonian Ministry of Defence, including Acting Deputy Undersecretary for Defence Policy, Director of Policy Planning, and Adviser to the Minister of Defence. Mr Lifländer also served as a Defence Counselor at the Embassy of the Republic of Estonia in the United States and as a Defence Counselor at the Delegation of the Republic of Estonia to NATO.

Mr. Lifländer received a direct commission in the Estonian Defense Forces (Infantry) and has been awarded with the Estonian Defence Forces Distinguished Service Decoration as well as Distinguished Service Decorations of the Estonian Ministry of Defence

Mr. Lifländer received his Bachelor of Science Degree in Engineering from the United States Military Academy, West Point. He received his Master of Arts in Security Studies from Georgetown University's Center for Security Studies (CSS) in the Edmund A. Walsh School of Foreign Service.

Robert Mazzolin – RHEA Group



General Robert Mazzolin joined RHEA Group as Chief Technology Strategist in October 2018 to establish our cybersecurity portfolio and direction. In his current role as Chief Defence, Security and Technology Strategist, he works with clients to evolve their programmes and capabilities, working with an increasingly diverse and expanding institutional community within the space and cyber disciplines.

General Mazzolin has served in a variety of strategic command and staff roles at all ranks. During his military service, his notable appointments included: responsibility for all Canadian Armed Forces and Department of National Defence Strategic Network; signals intelligence; electronic warfare and cyber operations; strategic cyber policy development; and the engineering and programme management of the Canadian Army C4ISR system. Prior to his retirement from service, he also served at United States Cyber Command as the Vice Director for Strategic Policy, Plans, Force Development and Training – the first foreign flag officer to do so.

Throughout his career, he has chaired and participated in many multinational engineering, security, interoperability and standardization programmes within NATO, AUSCANNZUKUS and related military, government and commercial forums.

General Mazzolin holds a Bachelor of Electrical Engineering, Master of Science with specialization in Electronics and Guided Weapon Systems, Master of Arts in Security and Defence Management and Policy, and a PhD in Engineering Management. He is a licensed Professional Engineer and Senior Member of the Institute of Electrical and Electronics Engineers. He is an Officer of the Canadian Order of Military Merit, with other awards including the US Legion of Merit, US Meritorious Service Medal, Canadian Chief of Defence Staff Commendation and the Italian Army Chief of General Staff Commendation 'Encomio Solenne' in recognition of professionalism and courage for combat actions in Somalia with the 'Folgore' Parachute Brigade.

Stefan Moritz – CEA-PME European Entrepreneurs



Stefan Moritz has a long years' experience in EU-funded economic development projects with international partner networks all over the continent.

A son of a craftsman and small entrepreneur in the construction sector, he used to work each school and university holidays on the constructions sites and in the workshop of his father's company. After his civil service at an old people's home, he studied Sociology at the Goethe University in Frankfurt (Main)/Germany, graduating with Prof. Ullrich Oevermann, a former Habermas Fellow Researcher that founded the Institute for Objective Hermeneutics. After his studies in Germany, already enriched by a year as visiting student in 1989-90 at the University of Bologna/Italy, Faculty of Political Sciences, he moved in 1995 definitely to live in Bologna.

There he started immediately to work with EU-project planning and management as a free-lance consultant, and founded in 1999 together with other 4 partners the Consulting Firm AREA EUROPA scarl. He lead this company as the CEO for 15 years until 2014, and represents it since then in Bruxelles.

He has a vast experience as Project Manager for regional economic development, European Network Promoter and Manager, as Workshop Facilitator (GOPP, OST, World Café), Trainer for Project Management and as Strategic Business Development Advisor.

Since October 2013 he started to cooperate with European Entrepreneurs CEA-PME and has been nominated the Head of the Brussels Liaison Office of Der Mittelstand.BVMW e.V. from Germany in August 2014, as well as Managing Director of European Entrepreneurs CEA-PME in September 2014.

In July 2022 the Executive Board of the Confederation nominated him Secretary General of European Entrepreneurs CEA-PME, following up on his mentor Walter G. Grupp. Mr. Moritz represents the confederation in several European institutional working groups, advisory boards and international networks.

Stefan Moritz is mother-tongue German and speaks fluently Italian, English, Spanish and French, plus some Portuguese and Dutch.

Teri Prince – Terida



Teri is honoured to have led the Terida companies, since start up, to their award-winning position in the RegTech space.

Terida specializes in innovative Software-as-a-Service party-counterparty, claims, damages, settlements, credentialing, compliance, training, supply chain, emergency and health management, and litigation mitigation and litigation support solutions. These solutions, delivered by the Terida CLASsoft™ Technology Framework, scale for multi-jurisdictional operations, and are covered by a NATO Basic Ordering Agreement, a procurement vehicle for NATO and all 29 NATO nations.

Teri has been in Information Technology since its beginnings holding academic appointments concurrent with her corporate and consulting responsibilities for her entire career: Professor, School of Business Management, Ryerson University, Toronto Canada (1972 to 2005), on leave to the University of North Carolina at Chapel Hill (1996 to 2000); Professor Emeritus, Ryerson University (since 2005). She holds degrees in pure and applied mathematics from the University of Toronto.

Teri's recipe for RegTech success is collaboration, agile development, attention to detail, and a commitment to technical excellence, management of resources, and continuous learning. She is respectful of her team and her clients, and grateful for the opportunity to work with interesting people to solve real problems effectively, efficiently, and securely.

Reinhold von Ungern-Sternberg – BVMW



Reinhold von Ungern-Sternberg is Director International Markets at BVMW since January 2020.

Before, he held management positions in Germany and abroad and was responsible for business development in Eastern Europe and Central Asia. He managed the international business in the CIS for the German automotive supplier Flaig + Hommel GmbH, was Deputy Regional Director of DB International GmbH, a foreign subsidiary of Deutsche Bahn, in Moscow.

He is member in international Business Associations and well connected in many countries.

Pauline Weinzierl – European Commission



Pauline is the Deputy Head of Unit for USA and Canada relations at the European Commission's Directorate General for Trade.

Pauline is a highly experienced EU official with almost 20 years professional experience of EU policy making in the public and private sector with a strong expertise in EU trade policy, negotiations, communications and international economic relations. In her past work, both in the Commission and as a consultant, she has focused on trade policy including in particular services, digital trade and customs, and on internal market issues including telecommunications, network industries and foreign direct investment.

From 2019 to 2022, Pauline was a Member of the Cabinet of European Internal Market Commissioner Thierry Breton, advising him on trade and international matters in particular. She has previously been Deputy Head of Unit at DG Trade for services and digital trade. Between 2012 and 2014, Pauline was posted to Athens for the EU Task Force for Greece to provide technical assistance to the Greek government for reforms in the areas of trade, customs and the business and investment environment. Prior to joining the European Commission in 2008, she worked as a public affairs consultant and in corporate affairs/strategic communications.

She holds degrees from King's College London and the London School of Economics. Besides German, her mother tongue, she is fluent in English, French and Greek.

Stephen Wilhelm – EDC



Mr. Wilhelm joined Export Development Canada in 1997 and as the Director of Strategy for Europe based in London UK, he has responsibility for EDC's business development strategy across Europe.

Prior to this, Mr. Wilhelm headed up EDC's business development efforts and representations across the EMEA region as the Regional Vice-President based in London, UK. He also led the Mid-Market Direct Investment and the Portfolio Management & Governance teams within EDC Investments (EDC's private equity fund) and was responsible for the fund's growth capital and "cleantech" direct investment initiatives.

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