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# 20 FALL 24 INTERNATIONAL TRADE SUMMIT

## Agenda



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Monday, November 25

4:00 - 6:00 P.M.

**Registration Desk Open**

*Lanyards Provided by: Descartes*

*Delegate Bags Provided by: Delmar International Inc.*

6:00 - 7:30 P.M.

**Meet & Greet Reception - Sponsored by A&A Customs Brokers**

Launch your conference journey with an evening filled with networking and enjoyment! Engage with speakers, organizers, and fellow participants in a relaxed environment.

Casual attire | Location: Quebec Room

Tuesday, November 26

8:00 A.M.

**Registration and Breakfast - Sponsored by mkmarin trade services inc.**

*Drawing Room*

*Wi-Fi Sponsored by: mkmarin trade services inc.*

8:50 A.M.

**Welcome from I.E. Canada**

Ottawa stands on the unceded territory of the Anishinaabe Algonquin Nation. For millennia, these Indigenous peoples have thrived on this land, cultivating a rich culture that continues to nourish it. IE Canada acknowledges the deep historical and ongoing significance of the Anishinaabe Algonquin Nation and honors all First Nations, Inuit, and Métis peoples for their invaluable contributions to this land.

Speaker:

**Warrington Ellacott**, Chair, I.E. Canada

9:00 - 9:15 A.M.

**Keynote Address - Mexico Ambassador to Canada**

Celebrating 80 years of diplomatic relations in 2024, Canada and Mexico have cultivated a robust trade and investment partnership. Since NAFTA's implementation in 1994, and further strengthened by CUSMA, bilateral trade has increased. '22 MEX imports to Canada \$40.6B, goods exports to Mexico \$9.1B. Mexico is now Canada's third-largest trading partner, while Canada ranks fourth for Mexico. With \$40.4 billion in Canadian direct investment, Mexico is a key destination. Export Development Canada (EDC) has prioritized Mexico, operating a regional office since 2000 to support Canadian exports and investments. Key commodities of trade include delivery trucks, motor vehicles; parts and accessories, spark ignition engines, tractors, broadcasting equipment, medical instruments and tropical fruits. In the agri-food sector, Mexican exports of tomatoes, guavas, peppers, Ataulfo mangoes, avocados and berries and spirits.

Speaker:

**Carlos Manuel Joaquín González**, Ambassador of Mexico to Canada

9:15 - 9:45 A.M.

**CUSMA Economic Forecast**

Export Development Canada (EDC) will deliver a Canadian economic update, focusing on the upcoming 2026 review of the USMCA/CUSMA.

Speaker:

**Ian Tobman**, Manager, Country and Sector Intelligence - Export Development Canada



Tuesday, November 26

9:45 - 10:15 A.M.

**CUSMA Review and Team Canada Engagement Update**

In February 2024, the Government of Canada reenacted the Team Canada approach to proactively engage with the United States to reinforce our long standing trading relationship and interdependent nature of economies. “We’re kicking off our renewed Team Canada engagement strategy in D.C. As we build on these important conversations with industry experts and business leaders, we are showcasing how interconnected our countries are. From a record \$1.3 trillion in trade to creating millions of jobs together, the relationship between Canada and the United States is stronger than ever.” - Mary Ng, Minister of Export Promotion, International Trade and Economic Development This session will provide an update on the activity and engagement conducted by the Team over the past several months.

Speaker:

**Lynn McDonald**, Director General - North America Trade Policy at Global Affairs Canada

10:15 - 10:30 A.M.

**Break** - *Sponsored by Dominion Customs Consultants Inc.*

10:30 - 11:00 A.M.

**United States Customs and Border Protection (CBP) - The Truth Behind Counterfeits**

Counterfeit goods can lead to real dangers, and unfortunately, the dangers of buying counterfeit products aren't always obvious. When shopping, it is important to recognize the impacts and implications of purchasing goods that violate Intellectual Property Rights (IPR) as it relates to economic impacts, health and safety, legal consequences, e-commerce, and sustainability. U.S. CBP monitors and regulates goods entering the United States. This session will provide insights to assist in the reduction of counterfeit-related risks.

Speaker:

**Rebekah S. Bacon**, CBP Attaché, Ottawa, Canada

11:00 A.M - 11:45 A.M.

**Strengthening Trade through Collaboration: The Role of the North American Customs Brokers Alliance**

Join us for an insightful panel discussion on the North American Customs Brokers Alliance, where experts from Canada, the United States, and Mexico will share their experiences and insights into the vital work being done to facilitate trade across the continent. This session will explore the unique contributions of each country's customs brokers and the collaborative efforts of the alliance to streamline customs processes, enhance security, and promote economic growth.

Moderator: **Kim Campbell**, Past Chair, I.E. Canada

Panelists:

**Deborah Osborne**, Vice President Customs & Consulting at PF Collins, CSCB - Chair - NACBA**Jose D. Gonzalez**, President – NCBFAA - NACBA**Federico (Kiko) Zuniga**, NCBFAA Educational Institute Business Development  
NCBFAA – NACBA (Chair)**Rene Vidal**, Corporativo Vidal - CAAAREM - NACBA

Confederación de Asociaciones de Agentes Aduanales de la República Mexicana



Tuesday, November 26

11:45 AM - 12:45 P.M. **Networking Lunch - Sponsored by Intact Insurance**

12:00 - 12:40 P.M. **\* CARM Focused Feedback Sessions (Registration required - 2 sessions available)**

*Location: Frobisher Room - 20-mins sessions of a max of 10 attendees.*

We appreciate the invaluable support from our members in collecting critical feedback to guide our advocacy efforts and collaborate with CBSA on implementing the CARM (CBSA Assessment and Revenue Management) system. To shape our future actions and provide more opportunities for input, we invite attendees to share their thoughts with the Board of Directors at any time during the conference.

Additionally, those interested in a more direct dialogue can join a breakout room during the lunch break on the first and second day. Your input is essential for effectively addressing these issues. This session offers a platform to share your experiences, concerns, and suggestions about CARM. Your feedback is vital for steering future improvements to the system. Whether you want to discuss challenges or propose ideas, register to make a meaningful contribution!

Session leads:

**Chad Swance**, Vice Chair, I.E. Canada

**Debbie Price**, CARM Consultant, I.E. Canada

12:45 - 1:00 P.M. **Keynote Address - Parliamentary Secretary to the Minister of Export Promotion, International Trade and Economic Development**

Canada's Trade Agenda

Speaker:

**Maninder Sidhu**, Parliamentary Secretary to the Minister of Export Promotion, International Trade and Economic Development

1:00 - 1:45 P.M. **CUSMA 2026 Panel**

Stop the presses! TikTok, Canada's GDP, GHG emissions, the Bank of Canada, and carbon taxation - these critical topics will be at the center of a lively discussion among three of Canada's top journalists. They will analyze key events from 2024 and provide insights on the future, including the upcoming USMCA/CUSMA review and the implications of the new U.S. administration. Don't miss this opportunity to hear the perspectives straight from the Parliament Hill press core.

Moderator: **Warrington Ellacott**, Chair, I.E. Canada

Panelists:

**Paul Vieira**, Reporter, Ottawa Bureau, The Wall Street Journal

**Jordan Gowling**, Reporter, Financial Post

**Nojoud Al Mallees**, Reporter, The Canadian Press



Tuesday, November 26

1:45 - 2:15 P.M.

#### World Trade Organization (WTO) Update

There is a lot happening at the WTO. Policy reform, dispute and claims settlements, Director-General Ngozi Okonjo-Iweala confirmation for a second term etc. Global Affairs Canada will provide an update on the activities with a Canadian lens.

Speaker:

**Marie-Andrée Levesque**, Director, Multilateral Trade Policy & Negotiations, Global Affairs Canada

2:15 - 2:30 P.M.

**Break** - *Sponsored by Otimo Customs Inc.*

2:30 - 3:30 P.M.

#### International Trade Panel – Global Perspectives

Canada's trade diversification strategy is dependent on expanding Canada's trade beyond North America. We are pleased to welcome representatives from the United Kingdom, the European Union and the ASEAN economic union to discuss trade both from a domestic and international context with Canada.

Moderator: **Warrington Ellacott**, Chair, I.E. Canada

Panelists:

**David Prodger**, British Deputy High Commissioner to Canada

**Julie Nguyen**, Chair of Canada-ASEAN Initiatives, York Centre for Asian Research

**André Von Walter**, Head of Trade and Economic Section, Delegation of the European Union to Canada

3:30 - 3:45 P.M.

**Awards Recognition** - *Sponsored by GHY International*

3:45 - 4:45 P.M.

#### Simply Trade Live Podcast

There is so much to learn with the ever-evolving world of trade. Join us for an IE Canada first, a live pod recording to 'shoot the ship' on all things trade. Andy and Lalo welcome guests to the Pod weekly to discuss the trials and tribulations of trade. Come be part of the live recording.

Host:

**Andy Shiles**, Finance Director for Searcy, AR, and co-hosting the "Simply Trade Podcast"

Moderator:

**Kim Campbell**, Past Chair, I.E. Canada

5:00 P.M.

**Adjourn for the day**

5:30 - 7:30 P.M.

**Networking Reception** - *Sponsored by Livingston International Inc*

Join us for a fun networking reception after the first day of the conference. It's a great opportunity to meet other attendees and have some meaningful conversations.



Wednesday, November 27

7:30 A.M.

**Registration and Breakfast** - Sponsored by Flexport

Drawing Room

Wi-Fi Sponsored by: mkmarin trade services inc.

8:20 - 8:30 A.M.

**Day 2 Opening Keynote Address**

Warrington Ellacott, Chair, I.E. Canada

8:30 - 8:45 A.M.

**Keynote Speaker - Ukraine's Ambassador to Canada**

As a steadfast ally, Canada was the first Western nation to recognize Ukraine's independence and has been a leading voice in international support for Ukraine since Russia's illegal invasion in 2014. With a significant Ukrainian-Canadian diaspora of 1.3 million, our bilateral relationship is deeply rooted in shared values and history. In 2023, Canada's trade with Ukraine reached \$695.4 million, with key exports including military equipment and machinery, and key imports comprising sunflower seeds and oils, uranium, and electrical equipment. The Canada-Ukraine Free Trade Agreement (CUFTA), in effect since 2017, further strengthens our economic ties. Canada remains committed to supporting Ukraine's sovereignty and territorial integrity against Russia's ongoing aggression.

Speaker:

**Yuliya Kovaliv**, Ukrainian Ambassador to Canada

8:45 - 9:30 A.M.

**Update on Canada's Supply Chains Act**

Public Safety Canada will provide lessons learned from the first round of reporting under the Supply Chains Act, and an overview of the reporting process. The presentation will include information on what reporting entities can expect in Year 2, including a summary of updates to its reporting guidance.

Speaker:

**Chad Westmacott**, Director General. Department of Public Safety and Emergency Preparedness

9:30 - 10:15 A.M.

**Sanctions Update**

Sanctions imposed by Canada on specific countries, organizations, or individuals vary and can encompass a variety of measures, including restricting or prohibiting trade, financial transactions or other economic activity between Canada and the target state; or the seizure or freezing of property situated in Canada. Global Affairs Canada will provide an update on Canada's sanctions framework and policy and guidelines updates.

Speaker:

Global Affairs Canada

10:15 - 10:30 A.M.

**Break** - Sponsored by Cole International Inc.



Wednesday, November 27

10:30 - 11:30 A.M.

**Supply Chains Security Risks – Impact of recent air directive and situation in the Middle East**

Recent events in the EU and the Middle East are raising new and significant concerns regarding the safety and security of supply chains. This expert panel will explore these new types threats and discuss the potential ramifications to international trade and Canada's sovereignty.

Moderator: **Warrington Ellacott**, Chair, I.E. Canada

Panelists:

**Anthony Seaboyer**, Director, Centre for Security, Armed Forces and Society (CSAFS) / Assistant Professor – Department of Political Science, Royal Military College

**Jeff Zwick**, Mission Manager, Dell - Retired Rear-Admiral, Canadian Armed Forces Chief of Combat Systems Integration

11:15 A.M. - 12:00 P.M.

**National Supply Chain Office - Transport Canada**

Canada's National Supply Chain Office works with industry, governments and partners to make Canada's supply chains more efficient, fluid, resilient and reliable. The Office examines domestic and international supply chain issues and encourages data sharing and using digital tools, helps government and industry make smarter policy, regulatory, investment and operational decisions and develop and implement a National Supply Chain Strategy and help the federal government respond to major supply chain disruptions. The Office will provide an update on the recent activity of the Office.

Speaker:

**Jennifer Carter**, Director, Strategy, National Supply Chain Office

12:00 - 1:00 P.M.

**Networking Lunch - Sponsored by McMillan**

12:00 - 1:00 P.M.

**\* CARM Focused Feedback Sessions (Registration required - 3 sessions available)**

*Location: Frobisher Room - 20-mins sessions of a max of 10 attendees.*

Your input is essential for effectively addressing these issues. This session offers a platform to share your experiences, concerns, and suggestions about CARM. Your feedback is vital for steering future improvements to the system. Whether you want to discuss challenges or propose ideas, register to make a meaningful contribution!

Session leads:

**Chad Swance**, Vice Chair, I.E. Canada

**Debbie Price**, CARM Consultant, I.E. Canada

1:00 - 1:45 P.M.

**Artificial Intelligence - One year later Panel**

One year later, Artificial Intelligence continues to dominate headlines. While a Terminator-like scenario remains thankfully fictional, the commercial reality of AI, exemplified by ChatGPT, is undeniable. This expert panel will delve into the key trends observed in 2024 and forecast the potential developments for 2025. We will examine AI through the lenses of Canadian regulation and policy, industry, and academia.



Wednesday, November 27

1:00 - 1:45 P.M.

**Artificial Intelligence - One year later Panel (Cont.)**

Moderator: **Warrington Ellacott**, Chair, I.E. Canada

Panelists:

**Alexandra (Alix) Dostal**, Senior Assistant Deputy Minister of Strategy and Innovation Policy Sector - ISED

**Melissa Judd**, Vice President, Research Operations & Academic Partnerships - Vector Institute

**Dr. Céline Castets-Renard** - Faculty member U of Ottawa, University Research Chair on Accountable AI in a Global Context. Full Professor, Civil Law Section, Faculty of Law University

1:45 - 2:30 P.M.

**Compliance Panel/Legal 2025 Forecast**

We are pleased to have assembled an expert panel of Canada's leading thought leaders to understand what's on tap for 2025 from a regulatory and legal perspective. Don't miss it.

Moderator: **Jessica Horwitz**, Partner at Bennett Jones

Panelists:

**William Pellerin**, Partner, International Trade - McMillan's International Trade Group

**Julia Webster**, Partner at Baker McKenzie

**Sean Stephenson**, Counsel at Dentons Canada LLP

2:30 - 2:45 P.M.

**Break - Sponsored by I.E. Canada**

2:45 - 3:30 P.M.

**Associations Panel**

We are pleased to welcome three of our leading colleague Associations for a discussion on our collaborative activities in 2024 and what's on the radar for 2025.

Moderator: **Warrington Ellacott**, Chair, I.E. Canada

Panelists:

**Pascal Chan**, Senior Director, Transportation, Infrastructure & Construction, Canadian Chamber of Commerce

**Matt Poirier**, Vice President, Federal Government Relations for the Retail Council of Canada (RCC)

**Corinne Pohlman**, Executive Vice President of Advocacy for the Canadian Federation of Independent Business (CFIB)

3:30 - 4:00 P.M.

**I.E. Canada's closing discussion with members**

Join us for an interactive session to discuss the insights gathered over the past two days. This open forum invites lively discussions, providing a platform to highlight key takeaways and identify the path forward.

Speakers: Board of Directors I.E. Canada

4:00 P.M.

**Conference Closes**

We would like to thank all of our speakers, sponsor and the Fairmont for their support. We wish you all safe travels and hope to see you at next year's International Summit.





## Speakers

(by presentation order)



### **WARRINGTON ELLACOTT**

#### ***Chair, Canadian Association of Importers and Exporters (IE Canada)***

Warrington presently serves as the Chair of the Canadian Association of Importers and Exporters (IE Canada). He has been with Whirlpool Corporation for over 25 years and has held the role of Senior Manager of Government Relations since 2008. Prior to joining Whirlpool, Warrington had roles with Panasonic and Pioneer Electronics. He has extensive experience in consumer and commercial goods regulatory compliance, advocacy and public policy. His experiences bridges across areas including technical regulatory and compliance, environmental stewardship, government legislative advocacy at all levels, governance and reporting, supply chain and global trade, labour, public policy and communications.



### **CARLOS MANUEL JOAQUÍN GONZÁLEZ**

#### ***Ambassador of Mexico to Canada***

Ambassador Joaquín González, appointed by President López Obrador, presented his Letters of Credence on March 28, 2023. He served as governor of Quintana Roo (2016-2022), focusing on sustainable tourism and global security during the COVID-19 pandemic. His prior roles include Deputy Minister for Tourism Operations (2012-2015), federal congressman (2009-2012), and mayor of Solidaridad (2005-2008). He has extensive experience in communication and tourism, fostering ties between Mexican foreign policy and global priorities. He holds a degree in Public Accounting from the Autonomous University of Yucatan and a specialization in Top Management from the Monterrey Institute of Technology.



### **IAN TOBMAN**

#### ***Manager, Country and Sector Intelligence - Export Development Canada***

Ian Tobman manages the country risk team at Export Development Canada. This group of analysts assess the economic and political risks facing Canadian exporters and supports EDC's Chief Economist. He has over a decade of country risk experience spanning Asia, Latin America, Africa, and the Middle East. Before joining EDC, Ian worked at Global Affairs Canada in Washington, Tel Aviv and Ottawa. He has a Masters of International Affairs from Columbia University and a Bachelor of Commerce from McGill University.



### **LYNN MCDONALD**

#### ***Director General - North America Trade Policy at Global Affairs Canada***

Originally from Vancouver, British Columbia, Ms. McDonald is a graduate of the United World College of the Atlantic in the United Kingdom (International Baccalaureate) and of the University of Toronto's Trinity College (BA High Distinction, International Relations & Economics) and Faculty of Law (LLB). She was called to the Bar of British Columbia in 1995 and joined Global Affairs Canada (GAC) in 1996. At GAC Headquarters, Ms. McDonald has worked in the Legal Bureau, the Trade Law Bureau, and the Trade Policy Bureau. Before assuming her current role, Ms. McDonald served as the Director General for both International Economic Policy (2021-2024) and Strategic Foreign Policy (2023-2024) in the Strategic Policy Branch. Her positions overseas have included Legal Advisor at the Permanent Mission of Canada to the World Trade Organization in Geneva, Switzerland (1999-2002), Counsellor and Head of the trade policy section at the Embassy of Canada in Washington, D.C. (2005-2009) and as Consul and Senior Trade Commissioner at the Consulate General of Canada in Hong Kong and Macao (2014-2016). Her most recent assignment abroad was as Canada's High Commissioner to Singapore (2016-2021).



## Speakers

(by presentation order)



### REBEKAH S. BACON

#### ***CBP Attaché, Ottawa, Canada***

Rebekah S. Bacon has served as the U.S. Customs and Border Protection (CBP) Attaché to the U.S. Mission to Canada since February 2023. Previously, she was the Deputy Director of Communications and Senior Advisor in the Office of Field Operations (OFO) at CBP in Washington, D.C., where she managed internal and external communication and congressional coordination for anti-terrorism and trade enforcement. Earlier in her career, Ms. Bacon was the Deputy Executive Director of the Operations Directorate at CBP Headquarters, overseeing coordination and support for 328 Ports of Entry across the U.S. and abroad. She also served as the Assistant Director of Field Operations for Preclearance, managing officers and specialists at 16 locations in six foreign countries, and successfully negotiated three preclearance agreements in Belgium, the Dominican Republic, and Sweden. With over 21 years at CBP, she has held various leadership roles in locations including Boston, Providence, Las Vegas, and Edmonton.



### KIM CAMPBELL

#### ***President, mkmarin trade services inc.***

#### ***CIFFA Corp - Board of Director – NACBA***

Kim Campbell is the President of mkmarin trade services inc., a customs brokerage and trade consulting firm she founded in 2007. With over 30 years of experience in government and private sectors, she is a University of Toronto graduate and holds the ICD.D designation from the Institute of Corporate Directors. and a member of the CIFFA Board of Directors. She was the Chair of the Canadian Society of Customs Brokers and has served on the Board of Directors of the International Federation of Customs Brokers. She holds the CCS (Certified Customs Specialist) certification in both Canada and the U.S. and is a CTCS (Certified Trade Compliance Specialist). Ms. Campbell is the Industry Co-Chair of CBSA's BCCC (The Border Commercial Consultative Committees) Trade and Recourse Committee. She was selected by the Canadian federal government to participate in the 2022 Supply Chain Ministerial Forum as part of President Biden's Leaders' Summit on Global Supply Chain Resilience and consults regularly with various Minister's on Canada's response to this challenge. She contributed to UN/CEFACT White Paper Encouraging Private Sector Participation in National Trade Facilitation Bodies (June 2022) and Recommendations on Encouraging Private Sector Participation on National Trade Facilitation Bodies (NTFB) adopted in November 2023.



### DEBORAH OSBORNE

#### ***Vice President Customs & Consulting, PF Collins***

#### ***CSCB - Chair - NACBA***

Deborah Osborne is the Vice President of Customs & Consulting at PF Collins Customs Brokers in St. John's, Newfoundland. A supporter of the Canada Society of Customs Brokers (CSCB), she joined its Board in 2016 and became Chair in 2022. With 50 years in Customs Brokerage, Deborah has progressed from entry-level to senior leadership, fostering connections within the supply chain. She earned the CBSA Customs Brokers Professional Examination status and the Supply Chain Management Professional (SCMP) designation in 2019. Deborah has shared her expertise through seminars and teaching at Georgian College. Recognized as one of the "100 Influential Women in the Canadian Supply Chain" in 2019 and awarded FSCMP™ in 2023, she now serves on the International Federation of Customs Brokers Associations (IFCBA) Board and chairs the North American Customs Broker Alliance (NACBA).



### JOSE D. GONZALEZ

#### ***President – NCBFAA - NACBA***

Jose D. Gonzalez is a licensed U.S. customs broker with over 29 years in the international trade industry. He has led his customs house since 1994 and currently serves as President of NCBFAA, previously holding roles as VP and Area 8 Representative. He has been appointed to the CBP COAC and is a senior advisor for Laredo Licensed Brokers. His past positions include Executive Chairman of LLUSCBA and President of the Laredo Customs Brokers Association. Gonzalez is active in various civic and trade organizations, including the Laredo Airport Advisory Board and the City of Laredo Port of Entry Committee. A U.S. Navy veteran, he served from 1982 to 1992 and earned a Bachelor of Business Administration in Accounting from National University in 1992.



## Speakers

(by presentation order)



**FEDERICO (KIKO) ZUNIGA**  
*NCBFAA Educational Institute Business Development*  
*NCBFAA – NACBA (Chair)*

Federico (Kiko) C. Zuniga graduated from Texas A&M University in 1979 with a BBA in Finance. He began his career as a Bank Loan Officer at Union National Bank and joined F. Zuniga Inc. CHB in 1983, becoming a licensed broker and partner by 1984. He currently owns 50% of both F. Zuniga Inc. and Diamond Distribution Center and leads Business Development for the NCBFAA Educational Institute. Zuniga served as Executive Director from 2011 to 2022 and was Chairman from 2006 to 2010, also holding roles as President, Vice President, and Treasurer. He's a past Chairman of IFCBA and has been involved in various committees. Additionally, he served on the Department of Homeland Security COAC Committee from 2004 to 2008 and has participated in several civic organizations, including the Laredo Development Foundation and Boys & Girls Club of Laredo.



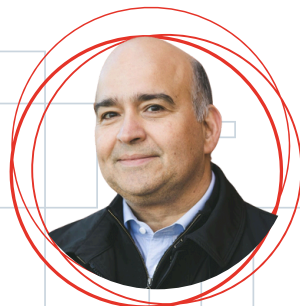
**RENE VIDAL**  
*Corporativo Vidal*  
*CAAAREM - NACBA*  
*Confederación de Asociaciones de Agentes Aduanales de la República Mexicana*

Lic. Rene Vidal Rodríguez is a distinguished customs broker with extensive expertise in international trade and cross-border relations. Born in Tucson, AZ, on October 9, 1981, he holds dual citizenship in both the United States and Mexico, providing him with a unique perspective on transnational commerce. Rene earned his Bachelor's degree from the University of San Diego in 2005 and went on to complete a Master's in Business Administration by 2009. His academic background laid a strong foundation for his career in international trade and customs brokerage. Currently serving as the Director of Corporativo Vidal Asociados CVA SC since 2005, Rene has demonstrated leadership and innovation in the field. His professional journey includes significant roles such as President of the Mexican Customs Brokers Association in Nogales, Sonora (2018-2021), and Vice President for Transfrontier Issues at CAAAREM (2021-2023). He is currently involved with the International Relationships Commission at CAAAREM (2023-2025). In 2015, Rene obtained his Mexican Customs Broker Patente 1703. His commitment to fostering international relationships and enhancing the efficiency of cross-border trade makes him a sought-after speaker and authority in the industry.



**MANINDER SIDHU**  
*Parliamentary Secretary to the Minister of Export Promotion, International Trade and Economic Development*

Mr. Sidhu previously served as Parliamentary Secretary to the Minister of Foreign Affairs and as Parliamentary Secretary to the Minister of International Development. He has been a member of the Standing Committee on Natural Resources, the Standing Committee on Transport, Infrastructure and Communities, and the Subcommittee on International Human Rights of the Standing Committee on Foreign Affairs and International Development. He has also been a member of various other committees, parliamentary associations, and interparliamentary groups, including the Canada-Africa Parliamentary Association, the Canada-Europe Parliamentary Association, and the Canadian Section of ParlAmericas. After graduating from the University of Waterloo, Mr. Sidhu built a successful customs brokerage business. He is the founder of The Kindness Movement, which supports economically disadvantaged students in Canada and India. He also mentors aspiring young entrepreneurs in his community.



**PAUL VIEIRA**  
*Reporter, Ottawa Bureau, The Wall Street Journal*

Paul Vieira covers Canada for The Wall Street Journal, and is based in Ottawa. He writes about what's transpiring in the U.S.'s northern neighbor with an eye toward the broader global context. Besides following Canadian politics in the capital, he focuses on economic and social policy, U.S.-Canada relations and the country's eccentricities. Paul joined the Journal in 2011, after stints over a 15-year period at Toronto's Globe and Mail and National Post newspapers. He is a graduate of Western University in London, Ontario, and earned his journalism degree at Metropolitan Toronto University, formerly known as Ryerson.



## Speakers

(by presentation order)



### JORDAN GOWLING

#### *Reporter - Financial Post*

Jordan Gowling is a reporter with the Financial Post, covering the Bank of Canada and the economy from Ottawa. Her areas of reporting include monetary policy, trade and the federal government's economic policies. She previously worked as a producer for CTV National News at the broadcaster's parliamentary bureau, helping to cover a range of political stories for the national newscast.



### NOJLOUD AL MALLEES

#### *Economics reporter for The Canadian Press - Ottawa*

Nojoud Al Mallees is an economics reporter for The Canadian Press based in Ottawa. Situated at the intersection of economics and politics on Parliament Hill, Nojoud covers both the top business stories of the day – from interest rate decisions to the latest inflation figures – and the government's economic agenda. Over the last year, she's been particularly focused on the Liberals' push to get more homes built, as well as recent reforms to immigration.



### MARIE-ANDRÉE LEVESQUE

#### *Director, Multilateral Trade Policy and Negotiations at Global Affairs Canada*

Marie-Andrée Lévesque is Director, Multilateral Trade Policy and Negotiations at Global Affairs Canada, responsible for the World Trade Organization (WTO), the OECD Trade Committee and the G7 and G20 Trade Tracks. Through her 24 years at the Government of Canada, she has worked over 15 years on defending Canada's trade policy interests both in Canada and abroad, with assignments in Beijing and Geneva. As Counsellor (Services Trade Policy and Electronic Commerce) at the Permanent Mission of Canada to the WTO in Geneva, she contributed significantly to the conclusion of the WTO Services Domestic Regulation Agreement, the negotiations of the Joint Statement Initiative on e-commerce, and the extension of the moratorium on imposing customs duties on electronic transmission. At headquarters, she also served as Deputy Director in the Multilateral and Bilateral Trade Policy Division, and as Deputy Director in the Government Procurement, Trade and Environment Division, where she acted as co-lead negotiator for the Environment Chapter in both the CUSMA negotiations and the exploratory discussions on a possible FTA with China. She also served as Chief of Staff to the Assistant Deputy Minister, Trade Policy & Negotiations Branch and CUSMA Chief Negotiator. She holds a B.Soc.Sc. (Political Science with a minor in Public Administration) from the University of Ottawa, and a Specialized Postgraduate Diploma in International Management from the École nationale d'administration publique du Québec.



### DAVID PRODDGER

#### *UK Deputy High Commissioner Ottawa*

David has served in a number of roles at home and overseas, both across government and in the private sector. David joined the foreign service in 1999. His most recent role was in London, as the Deputy Director for International Strategy in the Department for Digital, Culture, Media and Sport. Prior to this, he served as Her Majesty's Consul General in Miami. In addition, David has served abroad in Belgium as Deputy Ambassador and Argentina as Head of Trade and Investment. His home roles have included policy oversight for European security, the Middle East and Central America. Prior to joining the FCO, David was a Chartered Surveyor and geographic information specialist. He worked on a range of domestic and international projects on land reform, oil and gas exploration and geodemographic modelling.



## Speakers

(by presentation order)



### **JULIE NGUYEN**

#### ***Chair of the Canada-ASEAN Initiatives at the York Centre for Asian Research (YCAR)***

Julie Nguyen is Chair of the Canada-ASEAN Initiatives at the York Centre for Asian Research (YCAR), a working group at York University that promotes economic, educational and cultural collaboration between Canada and the Association of Southeast Asian Nations (ASEAN) by bringing together representatives from the academic, business and government sectors. Previously, she was a post-doctoral researcher at the Munk School of Global Affairs and Public Policy, and taught Political Science and Asia-Pacific Studies at the University of Toronto (2005–10). Dr. Nguyen is a co-founder and director of the Canada Vietnam Trade Council; a member of the Advisory Council for YCAR, the Asian Business Management Program, and the Centre for Global Enterprise at Schulich School of Business. She holds a PhD (2004) in Interdisciplinary Studies and Asian Research and an MA in Economics from the University of British Columbia, and a BComm from Concordia University.



### **ANDRÉ VON WALTER**

#### ***Head of Trade and Economic Section, Delegation of the European Union to Canada***

André von Walter is the Head of the Trade and Economic Section of the Delegation of the European Union to Canada. Before joining the EU Delegation in September 2022, André was leading a team of lawyers working on investment law and dispute settlement in the Directorate General for Trade of the European Commission. He has represented the EU in bilateral negotiations with Singapore, Vietnam, Morocco, Japan, Canada, Mexico and the United States. He also acted as the EU lead negotiator for several multilateral negotiations within the United Nations Commission on International Trade Law (UNCITRAL), the International Centre for Settlement of Investment Disputes (ICSID), as well as the Energy Charter Treaty (ECT). Prior to joining the European Commission, André worked as a political advisor and negotiator for international trade, investment and corporate social responsibility at the French Ministry of Foreign and European Affairs. André has lectured public international law and international economic law at the Universities of Paris (Sorbonne) and Bonn. He is a graduate of the Ecole Nationale d'Administration (France) and holds law degrees from the Universities of Paris (Sorbonne) and Cologne.



### **ANDY SHILES**

#### ***Finance Director for the City of Searcy, AR***

Andy Shiles is a seasoned leader in international supply chain and procurement, currently serving as Finance Director for Searcy, AR, and co-hosting the "Simply Trade Podcast." He has managed multimillion-dollar operations, including a previous role as Senior Vice President at the U.S. Council for International Business. Starting his career at FedEx, he drove significant revenue growth and managed a \$250 million budget. He holds a Liberal Arts degree from the University of Memphis and has led initiatives in logistics technology and workforce development. In 2020, he enhanced operations at Kernow Capital Corporation during the pandemic before returning to consultancy. His firm focuses on regulatory navigation and logistics improvement. Based in Searcy, AR, Andy mentors future leaders and engages in community causes. Connect with Andy on LinkedIn or listen to his insights on the Simply Trade Podcast, available on platforms like Spotify, Apple Podcasts, and YouTube.



### **KOVALIV YULIYA**

#### ***Ukraine's Ambassador to Canada***

Yuliya Kovaliv is Ukraine's Ambassador to Canada, arriving in Ottawa on March 29, 2022. She has nearly a decade of experience in public administration and investment promotion. Before her ambassadorial role, she was the Deputy Head of Office for the President of Ukraine, focusing on economic policy and IFI coordination, and held various leadership positions in state-owned enterprises and investment councils. Kovaliv has also served as the First Deputy Minister for Economic Development and Trade, overseeing significant reforms, and worked in the private sector for six years. She holds a Master's in Economics and a Master's in Public Administration.



## Speakers

(by presentation order)



### **CHAD WESTMACOTT**

***Director General, Department of Public Safety and Emergency Preparedness***

Chad Westmacott is the Director General of the Community Safety, Corrections and Criminal Justice Directorate at Public Service Canada; he joined the department in November 2021. Chad has been with the Government of Canada since 2001, working on policy and programs related to the topics of infrastructure in Indigenous communities, energy, environment, medical isotopes and infrastructure. Chad has also spent 3 years at the OECD-Nuclear Energy Agency in Paris, France, working on the Security of Supply of Medical Radioisotopes, and authoring various publications.



### **ANTHONY SEABOYER**

***Director, Centre for Security, Armed Forces and Society (CSAFS) | Assistant Professor – Department of Political Science, Royal Military College***

Anthony Seaboyer is Director of the Centre for Security, Armed Forces and Society (CSAFS) at the Royal Military College of Canada (RMC) where he is an Assistant Professor teaching Political Science and Political Philosophy. At the Centre for Philosophy and AI Research (PAIR) of the Friedrich-Alexander Universität he researches the effects of adversary AI exploitation for influence operations. He testifies as expert witness to parliamentary committees such as the Senate National Security, Defence and Veterans Affairs Committee (SECD), the Committee on Banking, Commerce and the Economy (BANC) and the House of Commons Committee on Public Safety and National Security on national security, foreign interference, AI-enabled disinformation operations by Russia, China and Iran as well as on how to defend against adversary attacks in the information space. He is a contracted National Security Commentator for the CBC, a National Security Expert Commentator for CTV, a contributor to the Toronto Star and also appears on international media such as CNN and BBC. He researches national security, information warfare, AI for influence operations, psychological warfare and information warfare operations of Russia, China and Iran, armed non-state actors as well as effects of the weaponization of information and AI on democracies.



### **JEFF ZWICK**

***Mission Manager, Dell - Retired Rear-Admiral, Canadian Armed Forces Chief of Combat Systems Integration***

Jeff has 35 years of experience with the Canadian military and retired as the Chief of Combat Systems Integration for the Canadian Armed Forces at the rank of Rear-Admiral. He held various command roles and was involved in multiple deployments worldwide. With over a decade in senior executive roles at National Defence Headquarters, he has expertise in force development, strategic program management, and government procurement. Now as Mission Manager in Dell's strategic programs office, he will leverage his military experience to advocate for customers and support business development initiatives across the federal landscape.



### **JENNIFER CARTER**

***Director, Strategy, National Supply Chain Office***

Jennifer Carter is the Director of Strategy at the National Supply Chain Office, focusing on government policy alignment and governance to enhance Canada's transportation and logistics supply chains. She joined Transport Canada in July 2021 as Director of Domestic Marine Policy and has prior director-level experience at Employment and Social Development Canada. Additionally, she worked at the Privy Council Office and Immigration, Refugees and Citizenship Canada. Jennifer began her federal public service career in 2006 through the Accelerated Economist Training Program and holds a Master's degree from the Norman Paterson School of International Affairs at Carleton University.



## Speakers

(by presentation order)



### ALEXANDRA DOSTAL

#### **Senior Assistant Deputy Minister of Strategy and Innovation Policy Sector - ISED**

Alexandra is the Senior Assistant Deputy Minister, Strategy and Innovation Policy Sector, at Innovation, Science and Economic Development (ISED) Canada. Prior to joining ISED, she worked as Senior Assistant Deputy Minister, Programs Sector, at Fisheries and Oceans (DFO) Canada. Alexandra joined DFO in 2019 as the Director General of the Aquaculture Policy Directorate. In addition to her roles at DFO, she worked at Treasury Board Secretariat (TBS) where she held the position of Executive Director, International Affairs Division, after having held several roles at Finance Canada and Global Affairs Canada (GAC). Before joining the federal public service in 2007, Alexandra worked with the Government of Ontario and as a lawyer in private practice. Alexandra earned a Bachelor of Arts Honours degree in Political Science from Dalhousie University, and a Juris Doctor from the University of Toronto.



### MELISSA JUDD

#### **Vice President, Research Operations & Academic Partnerships - Vector Institute**

Melissa is the Vice President of Research Operations & Academic Partnerships at the Vector Institute, bringing over 20 years of higher education leadership experience. She leads efforts to attract and retain talent in Canada for AI research excellence and oversees the Canada CIFAR AI Chairs program. Previously, she spent over a decade at Schulich School of Business, managing student recruitment and services. Melissa also has experience in marketing at UNICEF and the Toronto International Film Festival. She holds an MBA from York University and a bachelor's degree in psychology from the University of Ottawa.



### CÉLINE CASTETS-RENARD

#### **Faculty Member U of Ottawa**

#### **University Research Chair on Accountable AI in a Global Context**

#### **Full Professor, Civil Law Section, Faculty of Law University**

Céline Castets-Renard is a full professor in the Faculty of Civil Law at the University of Ottawa. She holds the Canada Research Chair in International and Comparative AI Law and the ANITI Research Chair AI Law and Governance in a Global Economy in Toulouse (AI cluster-ANR). She is a member of the copyright Working Group drafting the code of practice for general-purpose AI models at the AI Office of the European Commission. She is an Honorary Member of the "Institut Universitaire de France" (IUF) (2015-2019) and affiliated to the Yale ISP Law Faculty. She was an expert member of the European Commission's Observatory on the Economics of Online Platforms (2021-2023). Professor Castets-Renard's research focuses on the regulation and governance of digital technology and artificial intelligence (AI) from an international and comparative law perspective (European Union, Canada, United States). She is an expert in AI law, personal data law, digital copyright and platform regulation. She is also more broadly interested in the impact of technologies on human rights, equity and social justice, and studies gender issues in technology regulation.



### JESSICA B. HORWITZ

#### **Partner at Bennett Jones**

Jessica Horwitz is an advocate and business advisor for Canadian and international clients on complex and high-stakes matters relating to international trade, customs, import and export regulation and economic sanctions. Jessica works with clients across a broad range of industries to creatively solve problems and resolve disputes concerning imports, exports and international investments. She has expertise in Canadian customs law, trade remedies (anti-dumping and countervailing duties and safeguard measures), cross-border excise taxes (GST/HST) and duties, bilateral and regional free trade agreements and WTO law, Canadian product regulation and labelling, export controlled goods and technology, national defence contracting and the Controlled Goods Program, Canadian economic sanctions, anti-money laundering, anti-terrorist financing and anti-corruption laws, forced labour compliance and supply chain integrity, and other cross-border issues.



## Speakers

(by presentation order)



### **WILLIAM PELLERIN**

**Partner, International Trade - McMillan's international trade group**

William Pellerin has extensive experience litigating and advising on international trade law matters and disputes and is one of the very few private practice lawyers in Canada to have argued before the WTO Appellate Body and dispute settlement panels. He advises clients with respect to customs compliance, export controls and economic sanctions, as well as forced labour prohibitions, and has a thorough understanding of international trade policy and government processes. William is also co-lead of McMillan's Sanctions Specialty niche. He is a sought-after commentator and speaker on trade and sanctions matters, and as such is frequently interviewed and cited by Canada's leading media outlets. As former Deputy Director, Trade Remedies and North America Trade with Global Affairs Canada, he oversaw international trade disputes and appeals and coordinated Canada's response to such actions. In his prior role as counsel to the Government of Canada's Trade Law Bureau, William represented Canada in its challenge to the United States softwood lumber duties. He also appeared and successfully argued for Canada before the Appellate Body in 2019.



### **JULIA WEBSTER**

**Partner at Baker McKenzie**

Julia Webster is a Partner at Baker McKenzie and she leads the firm's Canadian international trade and customs practice. She advises Canadian and International businesses on trade remedies, free trade agreements, customs compliance, forced labour laws, anti-corruption laws, economic sanctions, export controls, AML compliance, supply chain ethics, and cross-border M&A. She is a Certified Customs Specialist and she regularly works with clients on matters concerning tariff classification, valuation, and duty mitigation strategies. She is a member of Transparency International Canada's Legal Committee, and a sessional lecturer at Queen's University, Faculty of Law, where she co-developed Law 453: International Business Crime.



### **SEAN STEPHENSON**

**Counsel - Dentons Canada LLP**

Sean Stephenson specializes in international trade, sanctions, government contracts, investment arbitration, and public international law. He advises C-suites, boards, private parties, and governments on complex trade issues, including WTO law, free trade agreements, and customs. He has represented clients in various tribunals, including the Canadian International Trade Tribunal and Federal Court. Additionally, Sean provides counsel on government contracting, bid challenges, and ESG/business and human rights issues. He serves on Public Safety Canada's Legal Advisory Panel for modern slavery reporting and is the Chair of the Canadian Bar Association's National Section of International Law.



### **PASCAL CHAN**

**Senior Director, Transportation, Infrastructure & Construction - Canadian Chamber of Commerce**

In his capacity as Senior Director, Transportation, Infrastructure & Construction, Pascal leads the Canadian Chamber's work on a range of issues, with a focus supply chains and housing. Born and raised in the nation's capital, he is fluent in both official languages and has worked at various federal government departments prior to moving to the private sector. Pascal's experience in government relations spans various national associations and multinational corporations, with extensive experience in the areas of housing, energy, and life sciences. He has also helped organizations in need through his volunteer work with the Canadian Advocacy Network. Since joining the Canadian Chamber, he can often be seen advocating for resolutions to supply chain issues in national media, discussing concerns about impacts on Canadian workers, businesses, and the economy.





## Speakers

(by presentation order)



### **MATT POIRIER**

***Vice President, Federal Government Relations for the Retail Council of Canada (RCC)***

Matt is the Vice President, Federal Government Relations for the Retail Council of Canada. Before joining RCC, he represented a number of industries including manufacturing, automotive, finance, immigration, and ocean shipping. Prior to that, he was a political staffer in Toronto and Ottawa. He holds a Masters of Science degree in Public Policy and Administration from the London School of Economics and a Bachelor of Arts degree in Political Studies from Queen's University.



### **CORINNE POHLMAN**

***Executive Vice President of Advocacy for the Canadian Federation of Independent Business (CFIB)***

Corinne Pohlmann is the Executive Vice President of Advocacy for the Canadian Federation of Independent Business (CFIB), representing 97,000 small and medium-sized businesses in Canada. Based in Ottawa, she oversees legislative, research, and communications teams. Joining CFIB in 1998, Corinne initially worked in research and later became the Director of Provincial Affairs in Edmonton. In 2006, she moved to Ottawa to focus on federal issues and expanded her role to include Business Resources and Partnerships. Promoted to Executive VP for Advocacy in June 2023, she has participated in various national committees on small business issues. Corinne holds both a Bachelor's and Master's Degree in Geography from McGill University, where she was born and raised.



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