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Brazil-Canada Chamber of Commerce (BCCC) Annual General Meeting highlights accomplishments and announces management changes

TORONTO, June 26th, 2018 – The Brazil-Canada Chamber of Commerce (BCCC) held its Annual General Meeting (AGM) on Thursday, June 21st, 2018, in downtown Toronto. It was an opportunity to highlight its achievements from the past year and recognize individuals that have contributed to the success of the Chamber.

Within the past year, the BCCC has implemented its new value proposition and delivered significant benefits to its members. From 2017 to 2018, the BCCC organized more than 15 events, including 5 of its pillar events. It extended its reach into new sectors, organizing a successful inaugural Education Forum as well as participating in several start-up-focused events to help Brazilian start-ups launch in Canada and Canadian start-ups understand the opportunities in Brazil. There have also been many developments on the policy side; the Chamber has been actively involved in the discussions regarding the potential free-trade agreement between Canada and Mercosul.

Management changes

During its AGM, the Chamber also announced changes to its management team with the mandate of fostering even stronger commercial relationships between Brazil and Canada. As his year-long terms comes to an end, Marcelo König Sarkis, President of Prima IP, stepped down as President of the BCCC. In his place, Paola Saad, President of Mandala Group, has assumed the role, and Peter Hawkins, Managing Director/Controller at MELLOHAWK Logistics, has been appointed Vice-President.

A Board Director since 2014, Paola has been involved with the BCCC since 1994, in various capacities, most recently as Vice-President from 2017 to 2018. Paola is a dedicated Chair of the Trade & Investment Committee and has over 17 years of experience leading and organizing international trade missions and events, in over 40 different sectors with a focus on Canada-Brazil.

“Building on the wonderful successes of last year, my intention is to continue to raise the profile of the Chamber as a relevant voice for the business community in both countries, ensuring that our processes remain transparent and inclusive. In response to our members and to align with government policy we have added to our roster of committees of Health, Education, Trade & Investment with new Start-ups and Diversity & Inclusion committees”, says Paola.

Peter is the co-owner and Managing Director of MELLOHAWK Logistics, an international freight forwarder and multiple award winner for service, civic engagement and volunteerism for over 16 years of business. He is also chair of the Professional Advisory Committee (PAC) for the International Business Program at the Pilon School of Business at Sheridan College and a volunteer mentor with Access Employment helping newcomers from all over the world establish their careers in Canada. “I know I have a lot to learn but I am excited to help build on the fine work that has been done to date”, Peter adds.

The leadership of the Board of Directors remains unchanged as Paulo Salomao, Managing Director Asset Management and Pensions at Accenture, and Cory McPhee, Vice-President of Corporate Affairs and Communications at Vale Canada, renewed their term as Co-Chairs.

All incoming Officers are committed to continue promoting the BCCC as the leading organization to support trade and investments between Brazil and Canada, and to bring value to its members and partners. With this in mind, the

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BCCC has exciting new activities planned, such as great networking and breakfast series events, access to government-organized trade missions, and webinars to share insights and qualified information on business opportunities between the two countries.

Acknowledgment

During the AGM, the BCCC took the opportunity to recognize Mary Anderson, former President of BCCC from 2005-2010, and Alma Farias, former Vice-President from 2007-2009. Both Mary and Alma significantly contributed not only to the development of the Chamber but also to strengthening Brazil-Canada relations.

After a year as President of the Chamber, Marcelo König Sarkis, has decided to step down. His invaluable contribution, passion, and dedication during the past year has elevated the Chamber's work to a new level. Marcelo will continue to work closely with the Chamber as a Board member and Chair of the Innovation, Science, and Technology Committee.

Lastly, the BCCC is a largely volunteer-based organization and depends on individuals who contribute their time and effort. We would like to acknowledge and thank two of the most dedicated volunteers of the past year; Roberta Pallotta, HR intern, and Elisa Nolli, entrepreneurship intern, have significantly contributed to all of the Chamber's activities in the last year.

About BCCC

Established in 1973, Brazil-Canada Chamber of Commerce (BCCC) is a not-for-profit and independent business association held by the private sector with a primary objective of fostering stronger commercial relations between Brazil and Canada.

Led by a volunteer Board of Directors, President and Vice-President, comprised of renowned industry leaders and experts in conducting business between Brazil and Canada, BCCC plays a vital role in linking players from Brazilian and Canadian private and government sectors facilitating dialogue between both parties and assisting members in identifying key opportunities to expand their activities and further their business interests.

BCCC Value Proposition

- 1- Advocacy & government access
 - Access to Brazilian/Canadian dignitaries and trade-missions organized by public (e.g., Ministries) and private (e.g., Industry groups) stakeholders
 - Strong and reputable channel to help shape government views of specific sectors to further objectives of the business community (e.g., through policy design)
- 2- Qualified information and insight
 - Exclusive sectoral events and reports focused on the identification and promotion of investment opportunities between Brazil and Canada (e.g., government priorities/projects, funding programs)
 - Insight into key trade barriers and how to facilitate business connections between Brazil and Canada
- 3- Connectivity
 - Access to an unrivalled network of institutions (e.g., universities, not-for-profits), executives/entrepreneurs conducting business between Brazil/Canada

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- Support for targeted promotion of members and their activities across the BCCC network of contacts (e.g., targeted introductions, sponsorship opportunities in BCCC events, brand visibility)

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