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3<sup>rd</sup> Edition

**EDUCATION**

**F O R U M**

**THE BUSINESS OF EDUCATION AND IST**

*Bringing new talents to the Innovation, Science and Technology ecosystem*

BRAZIL-CANADA CHAMBER OF COMMERCE - BCCC

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50 years



# WELCOME

The Brazil-Canada Chamber of Commerce - BCCC thanks you for attending the **3rd BCCC Education Forum - The Business of Education and IST**. Your presence and participation will make this event a great success!

This forum features two panels with experts in higher international education from Brazil and Canada. These panels will discuss the future of this field for institutions and individuals, as well as job opportunities in the tech industry for international students in Canada.

Our team wishes you all the best and hopes the knowledge and insights gained during the event will serve you well in your personal and professional endeavours.

## BCCC TEAM



# ABOUT US

Established in 1973, the Brazil-Canada Chamber of Commerce - BCCC is a not-for-profit and independent business association held by the private sector to foster stronger commercial relations between Brazil and Canada.

We are proud to be a Canada-wide chamber with a presence in **Toronto** and five other Chapters, including **Ottawa, Atlantic Canada, Manitoba, Alberta and British Columbia**.

The chamber has six operational committees: **Mining; Education; Trade & Investment; Innovation, Science and Technology - IST; Diversity and Inclusion D&I; and Environmental, Social and Governance - ESG.**

As we celebrate the chamber's **50th anniversary!**, the BCCC 50 Years – The Future Starts Now is a collection of thought-provoking events designed to provide a comprehensive overview of key topics that will shape the future of Brazil and Canada in the next decade.

Our panels of experts will delve into various areas of importance, including Diplomacy, Economic Outlook, Trade and Investment, Education, ESG and Diversity and Inclusion.

## UPCOMING EVENTS

- **November 30, 2023** - Economic Outlook: Global Economy Unveiled
- **December 5, 2023** - Leading the Change Towards Inclusion in Business
- **December 2023** - End Of the Year Cocktail

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# BCCC

## EDUCATION COMMITTEE



**PETER HAWKINS**  
Chair



**PAULO SILVA**  
Vice-Chair



**MARGARETH ZANCHETTA**  
Vice-Chair



**MICHAEL VOURAKES**  
Member



**TED HEWITT**  
Member



**INGRID POLINI**  
Member



**MARCELO SARKIS**  
Member



**LAURA WOOD**  
Member



**HENRIQUE SILVEIRA**  
Member



**TIAGO MARTINS**  
Member



# BCCC

## IST COMMITTEE



**MARCELO SARKIS**  
Co-Chair



**RAQUEL BOECHAT**  
Co-Chair



**TANIA LIBERMAN**  
Member



**RAFAEL SANTOS**  
Member



**MICHAEL VOURAKES**  
Member



**TED HEWITT**  
Member



**INGRID POLINI**  
Member



**RICHARD FREUND**  
Member



**ANA CHRISTINA MULLER**  
Member



**DR MARGARETH ZANCHETTA**  
Member



**EDUARDO FLEURY**  
Member



**BRUNO GUILHERME**  
Member



**THIAGO SOMBRA**  
Member

## **9:30 AM | WELCOME REMARKS**

Peter Hawkins, *Co-Chair of the BCCC and SVP & Managing Director at MELLOHAWK Logistics*

Adriana Gaertner, *Executive Director at BCCC*

Paulo Silva, *Vice-Chair of the BCCC Education Committee and CEO at Smrt English*

## **9:40 AM | OPENING REMARKS**

Speakers: Craig Stephenson, *President at Centennial College*

## **9:50 AM | THE BUSINESS OF EDUCATION**

Introduction by Alexandre Piana Lemos, *Deputy Consul General at the Consulate General of Brazil in Toronto*

Moderator: Marcelo Sarkis, *Co-Chair of the BCCC IST Committee and Principal and Senior Patent Agent at Prima IP*

Sonia Mirbaha, *Principal Partner at SMB Business Immigration*

Michael Vourakes, *Director of Cestar College*

Sunil Sudhakar, *COO at Maple Bear*

## **10:40 AM | BREAK**

## **10:50 AM | KEYNOTE SPEAKER**

Speaker: Jonathan Hack, *Dean - Applied Research, Innovation and Entrepreneurship Services (ARIES) at Centennial College*

## **11:05 AM | FIRESIDE CHAT | FUTURE CAREERS IN IST**

Moderator: Raquel Boechat, *Co-Chair of the BCCC IST Committee and Founder of Canada Starthub*

Ingrid Polini, *Partner at Maple Bridge Ventures SafetyDocs Global*

Richard Freund, *Founder and CEO at konker.*

Tiago Martins, *Business Developer Manager at Seneca Polytechnic*

Jonathan Hack, *Dean - Applied Research, Innovation and Entrepreneurship Services (ARIES) at Centennial College*

## **12:00 AM | CLOSING REMARKS AND 2ND BCCC SCHOLARSHIP ANNOUNCEMENT**

Peter Hawkins, *Co-Chair of the BCCC and SVP & Managing Director at MELLOHAWK Logistics*

## **NETWORKING**

## **01:00 PM | CENTENNIAL COLLEGE TOUR**

Hosted by Centennial College





**PETER HAWKINS**

*Co-Chair of the BCCC and SVP & Managing Director  
at MELLOHAWK Logistics*

Co-Chair Peter Hawkins is the co-owner of MELLOHAWK Logistics, an international, certified-diverse, freight forwarder with offices in Canada, the US and Brazil and sixty-five global partners, now celebrating 20 years. He is Chair of the Professional Advisory Committee (PAC) for the International Business Program for Sheridan College and sits on the PAC committee for the Bachelor of Business Administration degree. He is a TAP advisor for Global Affairs - International Trade, as well as the Toronto Board of Trade and Mississauga Board of Trade (Co-Chair International Trade Committee and member Policy Committee) and Canadian Gay & Lesbian Chamber of Commerce.

Peter was named Mississauga Board of Trade's Businessperson of the Year and was awarded the Access Employment Walk of Fame Award and the CGLCC Exporter of the Year. He collaborates closely with Canadian companies seeking to export to new markets, international companies looking at market/FDI potential in Canada, and global business matchmaking.



**PAULO SILVA**

*CEO at SMRT English and Vice-Chair of the BCCC Education Committee*

Paulo Silva was born in Rio de Janeiro, Brazil and has been living in Canada for 15 years. He is an International Education specialist with a Master Degree from Western University. Paulo is the CEO of Smrt English in Brazil, and he has a comprehensive understanding of the Brazilian and Canadian educational environments. He was also involved in the project to expand and consolidate student exchanges between Brazil and Canada called Canada-Brazil University-Industry Research Internship Program involving Government, Academia and Private sectors.

Mr. Silva is the past Chair of the Brazilian Business Opportunities Committee at the London Chamber of Commerce. He is also the Vice-Chair of the Education Committee at the Brazil-Canada Chamber of Commerce.

Mr. Silva is the founder of the consulting company Pan-American Consulting and the firm has been helping Canadian Academic Institutions to entry into the Brazilian market for more than 10 years.



**CRAIG STEPHENSON**

President at Centennial College

Dr. Craig Stephenson, President, and CEO (2019 – Present) was appointed in 2019. His career spans two continents, three countries, and seven higher education settings.

Since joining Centennial in 2008 as Dean of Students, and then as Vice President, Student and Community Engagement, Craig’s focus has been on enhancing the quality of the student experience. He is known for tailoring academic delivery and services to strengthen success, creating spaces for open and creative dialogue, and inviting colleagues to inject their own colour and ideas into the template.

In response to COVID-19, the most defining aspect of his presidency to date, Craig led efforts to ensure the safety of students and employees, develop market-ready solutions (including 43 online programs and 21 micro-credentials), support local communities, and, in collaboration with the Scarborough Health Network, open the community’s largest vaccine distribution centre at Centennial’s Progress Campus.

In 2020, he launched an ambitious transformation plan to address the impact of the pandemic and a shifting higher education landscape. Driven by his emphasis on the 3Es (Enrolment, Employment, and Empowerment), the plan encompasses three- and seven-year strategies, six areas of excellence, ten priority enablers, and a new executive structure – all designed to offer students the Centennial advantage formula: academic excellence today, career success tomorrow, and global leadership for life.

A firm believer in the power of education to expand students’ worldviews and strengthen intercultural understanding, Craig has championed several initiatives to strengthen inclusive and equity-based practices, confront anti-Black and anti-Indigenous racism, and address the imperatives of Truth and Reconciliation.

With his trademark passion and devotion to all things student, Craig is committed to building a strong future for Centennial, its students, and the communities it serves and ensuring that the College, which he refers to as “a gem of an institution,” thrives for many years to come.



# **PANEL 1**

# **BUSINESS OF EDUCATION**





## **MARCELO SARKIS**

Principal and Senior Patent Agent at Prima IP

Senior Patent Agent - Canada & United States of America Fellow of the Intellectual Property Institute of Canada.

Marcelo founded Prima IP having practiced 26 years at a leading intellectual property boutique firm and an internationally renowned multi-disciplinary law firm. Prima IP aims to provide quality intellectual property advice and services to multinationals, SMEs, start-ups and individual entrepreneurs with a focus on value.

Marcelo has extensive experience in the drafting and prosecution of patent applications and industrial designs in the pharmaceutical, chemical, oil and gas, medical device and mechanical areas and has advised clients on the procurement, management and assessment of intellectual property rights.

Marcelo has participated in many precedent setting patent infringement and validity actions before the Federal Court of Canada. He has also advised foreign counsel in proceedings outside of Canada.

He is a Fellow of the Intellectual Property Institute of Canada, a registered professional engineer in Ontario, Chair of the Innovation Science and Technology Committee and Former President of the Brazil-Canada Chamber of Commerce and intellectual property advisor for Ryerson's Science Discovery Zone (SDZ), a Program Sponsor of the Peterborough and the Kawarthas Innovation Cluster, a member of the Service Provider Program at the Spark Centre in Durham, and a co-founder of Start-Up Peterborough. He is also Canadian Co-Lead for the Sustainable Technologies/Green Energy Working Group of the Canada-Brazil Joint Committee for Cooperation on Science, Technology and Innovation.



**ALEXANDRE PIANA LEMOS**

Deputy Consul General at the Consulate General of Brazil in Toronto

Born in 26/03/1983, in Porto Alegre. Brazilian career diplomat since December 2013.

Between 2015 and 2019, in Brasília, worked at different Divisions of the Department of South America of the Ministry of Foreign Affairs. Abroad, was in charge of the educational sector of the Permanent Delegation of Brazil to UNESCO, in Paris (2019-2023), before being designated as Deputy Consul General at the Consulate General of Brazil in Toronto (February 2023), where he is responsible for the cultural sector and for the Science, technology and innovation sector.



**SONIA MIRBAHA**

Principal Partner at SMB Business Immigration

Sonia is a member in good standing of the Law Society of Ontario since 2009 and has had wide array of background experience in the immigration field both in private firms and as part of in-house team for large international companies. Sonia has an immense knowledge in every area of immigration with specific focus on corporate mobility. She has facilitated large number of corporations in transferring their senior executives, specialized knowledge workers, and business visitors to Canada on temporary resident permits.

Outside of the office hours, Sonia spends majority of her time with her two kids, enjoys outdoor activities and plays music.





**MICHAEL VOURAKES**

*Director of Cestar College*

Michael is a lifelong learner and a passionate believer in education and training. He has spent many years in education, training, and hospitality.

From March 2014 to the present, Michael has been the Director Cestar College in Toronto. As Director, he manages the academic, student services and experiential learning activities for the private-public partnership of Lambton College in Sarnia and Cestar College in Toronto.

There are 21 undergraduate and postgraduate two-year programs at the Toronto campus, with over 6,000 students from over 50 countries enrolled in business, technology, and healthcare leadership.

Until July 2013, he was the Dean of Business at Centennial College and Toronto, Ontario, after serving as Chair of Business and Management Studies at Centennial College between May 2009 and Sept 2011.

Michael has a Master's Degree in Business Administration (MBA) from Wayne State University and an Honours Degree in Commerce (B.Comm.) from the University of Windsor.

From 1998 to 2005, Michael worked at St. Clair College (1998-2005), where he started as Chair of Hospitality and Tourism, then advanced to Dean of Business and Technology and was promoted to the senior management team as Vice President, Innovation and Business Development. 2004, Michael was appointed Vice President, Academic reporting to the President.

His responsibilities included developing, implementing and monitoring the College's strategic plan, overseeing the 80 full-time programs and new program development, and contributing to the College's continued growth, student/ employer satisfaction, and financial viability. Michael was responsible for a budget of over \$30 million and a sector of over 400 faculty, support staff, and administrators.

Michael has instructed courses at the Faculty of Business Administration, University of Windsor, Centennial College, and St. Clair College. He believes in service excellence and has taught leadership and entrepreneurial courses to individuals aspiring to improve their skills.

Michael's past community involvement includes serving as Vice-Chair of WEDNET, a community portal initiative involving local school boards, hospitals and post-secondary institutions, a member of the Heart of the City, the first Hotel Dieu Hospital Foundation and as Treasurer of the Second Base Youth Shelter.

Michael also served on the Board of Governors at St. Clair College and was awarded the Excellence in Education Award and the Ambassador of Tourism Award. He was the recipient (2011) of the President's Spirit Award for his work on the Research Ethics Board at Centennial College. In 2013, he was awarded the President's Award for Innovation at Centennial College for the Business Capstone course he co-developed and taught with Fred Winegust.

The background features abstract geometric shapes in yellow and dark blue. A dark blue horizontal band is centered across the page, containing the text. Yellow shapes are positioned above and below this band, and a dark blue shape is at the bottom. The overall design is clean and modern.

**KEYNOTE SPEAKER**



## **JONATHAN HACK**

Dean - Applied Research, Innovation and Entrepreneurship Services (ARIES) at Centennial College

Jonathan is the Dean of Applied Research, Innovation and Entrepreneurship Services (ARIES) at Centennial College in Toronto. He is responsible for growing Centennial's portfolio of applied research projects in aerospace, transportation, data analytics, energy and wearable interactive technologies and growing its entrepreneurship activity with students and the east Toronto area.

Prior to joining Centennial College in 2019, Jonathan had an extensive career in the advanced manufacturing sector in both Canada and the US, where he was involved in product development, intellectual property & patent strategies, and strategic technology development portfolios in both the automotive and aerospace sectors.

A professional engineer, Jonathan has been active in serving on Board of Directors positions with the Professional Engineers Foundation for Education, the Canadian Society of Professional Engineers, and is a past President and Board Chair of the Ontario Society of Professional Engineers. Jonathan is currently on the Board of Directors of the Yves Landry Foundation (YLF), which serves to advance technological education and skills training to address skilled labor shortages currently faced by Canadian industry.

A lifelong innovator, Jonathan is committed to training and providing experiential learning opportunities for the next generation of technical professionals in Canadian industry.



# **PANEL 2**

# **FUTURE CAREERS IN IST**



**RAQUEL BOECHAT**

Founder of Canada Starthub

Raquel Boechat, the Co-Chair of the Brazil-Canada Chamber of Commerce IST Committee, is a communication and international business consultant expert with more than 20 years of experience building companies and enhancing brands' and leaders' reputation. Co-founder of companies and projects in Canada and Brazil, Raquel prepares cross-cultural communication and negotiation skills for leaders to expand their business to other markets and act globally. As a communication expert, she generates impact by leading the companies' communication redesign strategy with a global vision, building a positive reputation, creating strategic leads and preparing leaders to join a business incubator in the Canadian market.

As a businesswoman, Raquel also leads the Artemis Project expansion, a Women on the Move Canadian accelerator initiative focused on driving agile and innovative business outcomes between female entrepreneurs and mining companies. Raquel became a Canadian resident through the Startup Visa, an immigration program for innovative entrepreneurs. Currently, in partnership with immigration specialists and designated business accelerators, she helps other entrepreneurs to follow the same journey. Besides Canada, Raquel also mentors startup leaders in Latin America, Africa, Asia and Europe. Raquel Boechat is a journalist with a MBA in Business Management and training in Negotiation by CMI Interser at Harvard/ USA.



**INGRID POLINI**

Partner at Maple Bridge Ventures and  
Founder of SafetyDocs Global

Ingrid is a Partner at Maple Bridge Ventures, a firm investing in game-changing Canadian immigrant founders.

As the founder of SafetyDocs Global, she focused on managing the development of client-centered solutions, optimizing efficiency, and reducing operational costs worldwide.

Ingrid's experience as a founder has equipped her with a vast array of skills, enabling her to mentor and advise founders globally. She has spearheaded international projects in Brazil, Argentina, Chile, Mexico, the USA, Vietnam, Bermuda, Costa Rica, Jamaica, El Salvador, and Canada.

In Canada, she is a sought-after startup mentor, collaborating with many accelerators including The Accelerator Center (Waterloo), The Forge (McMaster), and other innovation hubs. She supports early-stage founders, guiding them through their day-to-day operational and strategic challenges.

Dedicated to supporting immigrant founders, she assumed the role of Co-chair for the Brazilian-Canadian Chamber of Commerce in British Columbia, fostering trade between the two countries. Additionally, she founded the Find A Way Podcast, which spotlights the stories of exceptional immigrant entrepreneurs in Canada.





**RICHARD FREUND**

Founder and CEO of konker.

“CEO and Founder of konker., MSc in Computer Science from the University of Bonn, Germany, holder of an Honor Graduation Diploma from ECI Toronto, Canada, has a MicorMasters in Organizational Leadership from the University of Queensland, Australia and was, for two consecutive years elected finalist for the Brazilian Executive of the Year award.

Besides being an advisor and investor in Startups, he guides konker. to be a company that uses the forces of nature to add predictability, sustainability and security to the mining sector - for the sake of life.



**TIAGO MARTINS**

Business Developer Manager at Seneca Polytechnic

Tiago Martins has worked in the international education industry for over 5 years. Graduated from Seneca College in the Business Marketing course. He has lived in Canada since 2017.

Before moving to Toronto, Tiago began his career in the automotive industry at General Motors, working in marketing, sales and after-sales, managing dealerships throughout Brazil.

Tiago holds a Bachelor degree in Marketing from School of Administration, Marketing and Communication



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