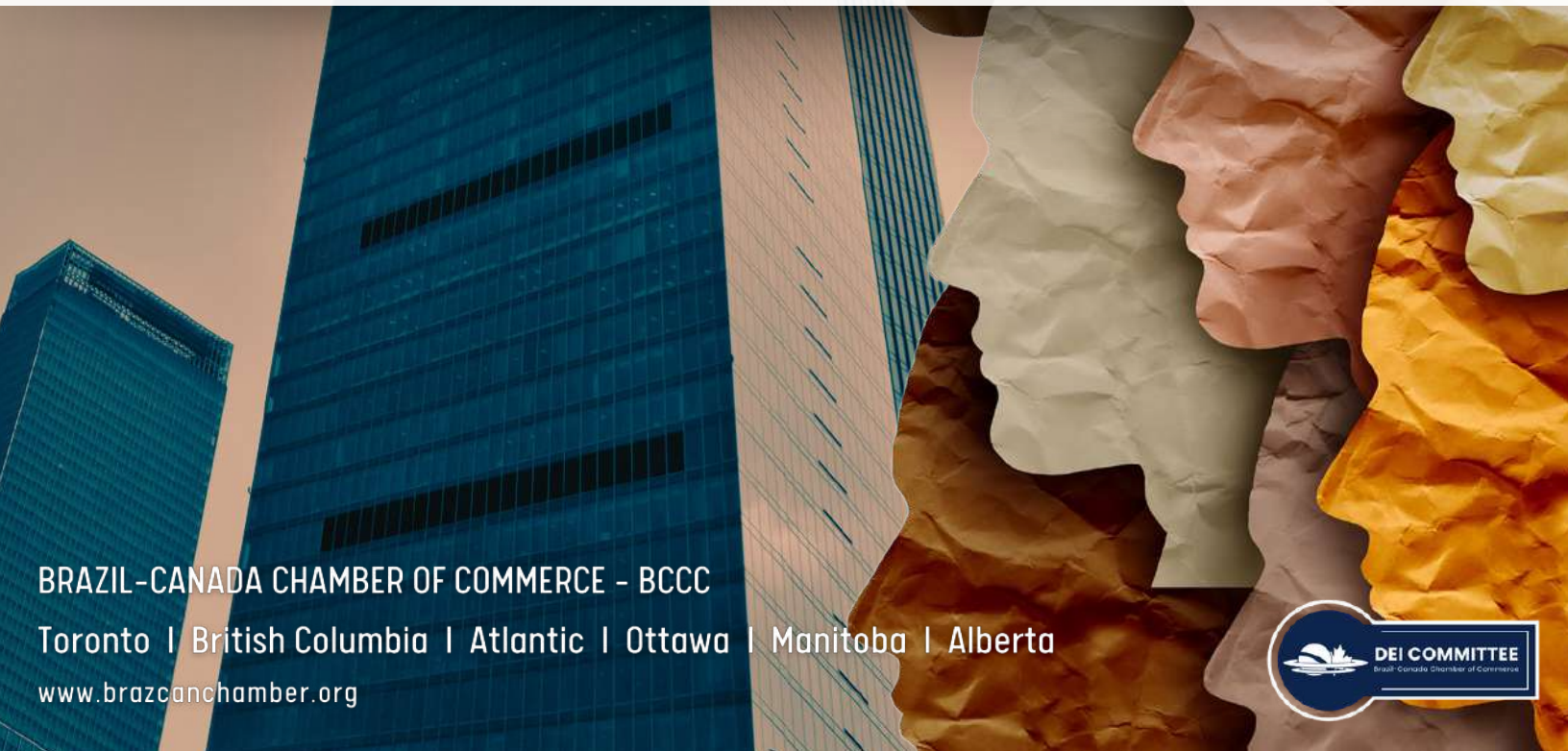




LEADING THE CHANGE TOWARDS INCLUSION IN BUSINESS

DEI in 2023 and Beyond



BRAZIL-CANADA CHAMBER OF COMMERCE - BCCC

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WELCOME



The Brazil-Canada Chamber of Commerce - BCCC thanks you for attending the Leading the **Changes Towards Inclusion in Business - DEi in 2023 and Beyond**. Your presence and participation will make this event a great success!

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.

“ **TOGETHER**, we stand as leaders, embracing diversity, equity, and inclusion. We recognize that DEI is not just the right thing to do, but essential for our organization's success. We lead the charge, understanding that diversity and inclusion practices must permeate all aspects of our business. By weaving DEI into the fabric of our organization, we cultivate an environment where every individual thrives and feels a sense of belonging, innovation flourishes, and collective potential is realized. Let us forge ahead, united in our mission to create a diverse and inclusive future that transcends boundaries and elevates us all. ”

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**

SPEAKER



JENNIFFER COOKE

Director of Inclusive Trade at EDC

Jennifer Cooke joined EDC in 2010 to work directly with Canadian companies and help them succeed in international markets. As the Director for Inclusive Trade, she leads a team that is focused specifically on helping more women and diverse Canadian entrepreneurs

realize their global potential with confidence by removing barriers, creating an equitable playing field, and increasing accessibility to products and services. She's inspired by Canadian entrepreneurs and believe strongly in the untapped potential to grow Canada's economy by empowering more women, Indigenous, Black and racialized peoples, and those from the LGBT+ communities and/or living with disabilities, through business to scale and grow beyond borders. She's committed to delivering the best customer experience by providing companies the knowledge and expertise they need to confidently make their mark in international markets.

Jennifer is a busy mom of two active girls who loves creating, trying new things and learning about new cultures. A graduate of UWO's Richard Ivey School of Business, she grew up in Burlington, Ontario, and has enjoyed a variety of experiences working both in large multinational corporations, and as part of an entrepreneurial start-up. Jennifer's knowledge is enriched by international work experiences in the US, the UK and Mexico. She's bilingual in both English and French with a sprinkling of Spanish.

SPEAKER



DR. LAURA METHOT

Leadership and Culture Advisor at I&D 101

Dr. Laura Methot is a behavioural scientist and a trusted advisor to C-Suite executives and board directors with 35 years of experience consulting, living and working in 30+ countries across North America, Europe, the Middle East, Africa, Asia and Oceania in Fortune 500

and Global 1000 companies, and serving multiple industries including, but not limited to, energy, mining, construction, financial services, and commercial real estate.

She believes that what people do every day at work matters. Every business has a strategy and in today's competitive environment most have significant change or improvement goals. The reality of execution is that nothing changes until behaviour changes – it's the people at the frontlines who bring strategy to life.

Laura's expertise lies in helping executive teams connect the dots between their business ambitions and frontline execution. She's spent her consulting years learning what distinguishes the very best leaders from the rest and applying that knowledge to support large-scale organisational transformations.

After graduating from Western Michigan University with a Masters degree in I/O psychology and PhD in applied behaviour analysis, Laura returned to her undergraduate alma mater, Saint Mary's University, in Halifax Canada as an assistant professor. From there she has held consulting partner positions at CLG and Bain & Company. She is co-founder and Managing Director of I&D 101 where she brings her behavioural science and business consulting experience together to help client firms achieve their diversity, equity, and inclusion ambitions.

SPEAKER



ANA CLARA SCHNEIDER

Founder at Sondery Acessibilidade Criativa

In the communications market for 14 years, in the accessibility universe for 12 years. Consultant, activist and campaigner for the rights of people with disabilities.

She created Sondery Creative Accessibility in

2016 and already brings together clients such as Google / YouTube, META / Facebook, Uber, Burger King, Bradesco, Lacta, GOL, Huggies, Vivo, among others.

Member of the Papel&Peneta 2022 list as one of the 30 people who are changing the communications market and Alumna of the US government's Young Leaders of the Americas 2023 Program.

Graduated in Social Communication (ESPM-SP) and Postgraduate in Assistive Technology (CIEPH), she has a specialization in Innovation and Strategy at Harvard, and in Entrepreneurship at Insper.

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