



BCCC

BRAZIL-CANADA CHAMBER OF COMMERCE

DOING BUSINESS IN BRAZIL

17th Edition

BRAZIL-CANADA CHAMBER OF COMMERCE - BCCC

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1973 - 2024

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, British Columbia and Kitchner/Waterloo.**

The chamber has **five operational committees**: Mining; Education; Trade & Investment; Innovation, Science and Technology - IST; ESG & Sustainability



BCCC

Brazil-Canada Chamber of Commerce
Brésil-Canada Chambre de Commerce

WELCOME



PAOLA SAAD

Co-Chair of the BCCC
Trade & Investment
Committee



DANIELA CHIMISSO

Co-Chair of the BCCC
Trade & Investment
Committee

Dear Esteemed Attendees,

We are honored to welcome you all to the 17th annual “Doing Business in Brazil” event as Co-Chairs of the Trade and investment committee.

Throughout our program, you can anticipate engaging panel discussions, expert presentations, and ample networking opportunities. We encourage you to actively participate, ask questions, and share your experiences, as this event thrives on the collective wisdom and expertise of its attendees.

Brazil holds immense potential for businesses globally, and we have no doubt that the knowledge and connections you gain here will be instrumental in your endeavors. I look forward to fruitful discussions, collaborative endeavors, and the forging of lasting partnerships during our time together.

Thank you for being a part of this event, and let’s embark on this journey of exploration and growth together.

Warm regards,

Daniela Chimisso & Paola Saad
Co-Chairs of the Trade and Investment Committee



AGENDA

09:30

Registration & Networking

10:00

Welcome Remarks

10:05

Opening Remarks

10:15

Fireside Chat: Overview of the
Activities in Brazil for the
International Landscape: APEX Policies
for Investment Attraction

10:40

Navigating the Infrastructure Brazilian
Market: Regulations and Investment

12:00

Closing Remarks & Networking Lunch

01:00

End of Event



WELCOME

REMARKS



AMBASSADOR ENIO CORDEIRO

Consul General of Brazil
in Toronto



GEOFF CLARKE

Partner at Miller Thomson LLP

Ambassador Enio Cordeiro, the new Consul General of Brazil in Toronto has a long history of diplomatic service for Brazil. Before joining the Toronto embassy, he served as Ambassador to Norway, Ambassador to Mexico, Undersecretary-General for Economic and Financial Affairs, Ministry of External Relations, and Ambassador to Argentina, as well as many roles in the Ministry of External Relations, including Director General for South America covering Mercosul, Unasul and Celac and more.

Geoff is the Leader of the Firm's Mining Law practice. Geoff has a comprehensive corporate and securities practice, regularly advising leading companies, global businesses, institutional investors and investment banks in securities offerings, mergers and acquisitions, corporate governance, shareholder activism, exchange sponsorships, fairness opinions, continuous disclosure, securities enforcement investigations, securities regulatory compliance and securities registration matters. He also advises special committees involved in takeover transactions, reorganizations and searching for and prioritizing strategic alternatives. Geoff's advice is sought for his business acumen and practical solutions. Geoff has particular industry expertise in the mining and financial services sectors.

OVERVIEW OF THE ACTIVITIES IN BRAZIL FOR THE INTERNATIONAL LANDSCAPE

*APEX Policies for Investment
Attraction*

SPEAKER



PAOLA SAAD

Co-Chair of the BCCC T&I Committee and President at Mandala Group

Longtime President and Founder of the Mandala Group, Paola Saad has most recently assumed the role of Chief Operating Officer (COO) at BankingBooks Analytics (BBA), a role that encompasses Global Business Development, as well as project oversight and supervision. BBA prioritizes its efforts within, and at the intersection of, three key domains: (1) Machine Learning and Microservices, (2) Finance, Treasury and Risk, and (3) Pricing and Profitability. Within, across and at the intersection of these domains, BBA's work focuses on analyzing customer behavior - helping clients develop a deeper understanding of customer attributes, decisions that they choose to make and their impact on risk, profitability and balance sheet.

Paola's company Mandala Group continues to fulfill a growing demand in International trade facilitation connecting Canadian companies to the world's marketplace. Paola has over 20 years of experience leading and organizing international trade missions and events. Clients international corporations, financial institutions, civic groups, foreign dignitaries and high-level government in over 40 sectors globally.

Throughout her extensive career, Paola has best thrived in fast-paced environments while leading and managing multiple projects with strict deadlines.

Paola is a former director on the Board of the United Nations Association in Canada, Toronto Region, Chair of Event Planning; she is currently a board member and past-president of Grupo Brazil, the Brazilian Association of Ontario; Member of the University of Liverpool Canadian Association of Students & Alumni (ULCASA). She is President, Board Director & Chair of the Trade and Investment Committee of the Brazil-Canada Chamber of Commerce (BCCC), Chair of Centennial College Program Advisory Committee for International Business and Advisor at GiET Foundation. Paola is also a recipient of "Brazilian Woman in Power", a joint award from the Canadian Federal Government & Ontario Provincial Government in 2012, as well as 2018 award from the CONCID, the Citizenship Council for contributions to the Brazilian Community in Toronto.

Paola's academic accomplishments include a Masters degree in Business Administration and Marketing from the University of Liverpool, UK; a Postgraduate Specialization in Public Relations from Ryerson University; and an Honors B.A. in Economics from the University of Toronto.

SPEAKER



MARCIA NEJAIM

Regional Representative of ApexBrasil in São Paulo and the interim General Manager of the ApexBrasil office in North America

Márcia Nejaim is a skilled professional with 30 years of experience in various sectors. She has a degree in Business Administration, an MBA in Marketing from Fundação Getúlio Vargas, Brazil, a specialization in Management from Harvard University, and a Chevening Fellowship in Corporate Social Responsibility from the University of Nottingham, UK.

Márcia has been working for ApexBrasil since 2005, where she has led projects to promote Brazil's trade, competitiveness, and foreign investments. She was the Business Director of ApexBrasil in 2017 and 2018, and the Director of Commercial Promotion, Investments, and Cooperation at the Ministry of Agriculture's Secretariat of Commerce and International Relations in 2019 and 2020.

Currently, Márcia is the Regional Representative of ApexBrasil in São Paulo and the interim General Manager of the ApexBrasil office in North America.

PANEL

NAVIGATING THE INFRASTRUCTURE BRAZILIAN MARKET

Regulations and Investment

SPEAKERS



ANDREA GARDELLA

Director & Principal
Economist at Alcance
Solutions

Andrea founded Alcance Solutions in 2022 to help organizations translate country and industry risks into impacts on their business. Andrea is a go-to expert helping organizations make informed decisions for sustainable growth, assess the risks of doing business in emerging markets and frontier industries, and develop actionable risk management strategies with a long-term view.

Andrea spent over 12 years at Export Development Canada supporting Canadian exporters and investors grow internationally first as a Principal Economist, covering South America and natural resource industries, and then as a Senior Advisor advancing Canada's climate-related analysis and finance policy.

Andrea holds a Bachelor's degree in Economics from the University of Ottawa as well as a Master's in Global Security Studies-Environment and Energy from Johns Hopkins University.



PHILIPPE JEFFREY

Vice-Chair of the BCCC T&I
Committee and Of Counsel
Canadian Desk at FCR Law

Philippe Jeffrey is a foreign legal consultant (FLC) originally from Canada and a former PwC Tax Partner. He has 25 years of combined tax and management experience in assisting foreign and Brazilian multinational companies with their domestic and cross-border transactions in Brazil, Latin America, Europe and set-up of international tax structure (financing, IP, trading, holding).

At FCR Law, Philippe is the leader of the firm's tax consulting practice and head of the Canadian Desk, an international practice group formed to provide customized legal services to Canadian companies doing business in Brazil.

SPEAKERS



LUIS FELIPE QUIROS

Specialist Advisor, Construction and Infrastructure Exports Latin American and Caribbean Markets, Department Exports at Investissement Québec



IGOR ROMITELLI

Director, Infrastructure and Natural Resources at OTPP

With over 15 years of experience in business development, trade, and investment, Luis Felipe Quiros is a Specialized Advisor for Exports LATAM and Caribbean at Investissement Québec, the economic development agency of the province of Québec. His mission is to facilitate and promote the export and investment activities of Québec-based companies in the Latin American and Caribbean markets.

He leverages his trilingual skills in English, French, and Spanish, and his extensive network of contacts and partners in the region, to identify and pursue strategic opportunities, provide market intelligence and advice, and support the negotiation and closing of deals. He has a proven track record of delivering results and value for his clients and stakeholders, as well as a passion for innovation, sustainability, and collaboration. Luis Felipe is also an active member and leader of several professional associations and chambers of commerce related to the infrastructure and construction sectors, where he advocates for the development and integration of best practices and standards.

Igor Romitelli is a Director with the Ontario Teachers' Infrastructure team, having joined in 2020. He is responsible for sourcing, evaluating, and executing new investment opportunities across a variety of subsectors in Latin America, leading infrastructure coverage in Brazil. Igor is also involved in asset management of Ontario Teachers' portfolio companies, currently serving as a member of the Board of Directors and as the chairman of the Performance & Investments Committee for Evoltz, a leading electricity transmission platform in Brazil. He is also a Board Member of Grupo Saesa, one of the largest electric utilities in Chile.

Prior to joining Ontario Teachers', Igor worked in the energy private equity team at Actis, which focused on renewable power generation, as well as in the direct investment group at AG Investments, covering core and core-plus infrastructure in Latin America and Europe.

Igor holds an MBA with Distinction from INSEAD and an LL.B. from the University of São Paulo.

SPEAKER



DANIEL DE FALCO

Director, Infrastructure Latin America at Caisse de Dépôt et Placement du Québec

Daniel De Falco joined CDPQ back in 2019 and is an Investment Director, Infrastructure for Latin American region, covering equity principal investments for gas, networks and renewable energy sectors. He leads transactional and asset management initiatives on those sectors.

Prior to CDPQ, he was part of the Canadian financial advisory boutique Plan A Capital Inc., supporting clients with investments in Latin America, Canada and the United States. In Brazil, he worked at the investment holding company Itaúsa and the power company Alupar, working in M&A and project finance. He began his career with S&P Global Ratings concentrated on project finance and ratings coverage for companies in the infrastructure segment.

Daniel participates in committees and he is member of boards of directors of the CDPQ's portfolio companies in Brazil: Transportadora Associada de Gás S.A. (TAG) and Verene Energia S.A.

Daniel holds a Business Administration degree from Universidade Presbiteriana Mackenzie (São Paulo, Brazil). He also holds master's degrees in Finance from EDHEC Business School (Nice, France) and in Economics from the Université de Montréal in Canada. Daniel is CFA and CAIA charterholder.



PETER HAWKINS

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

BCCC 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.

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