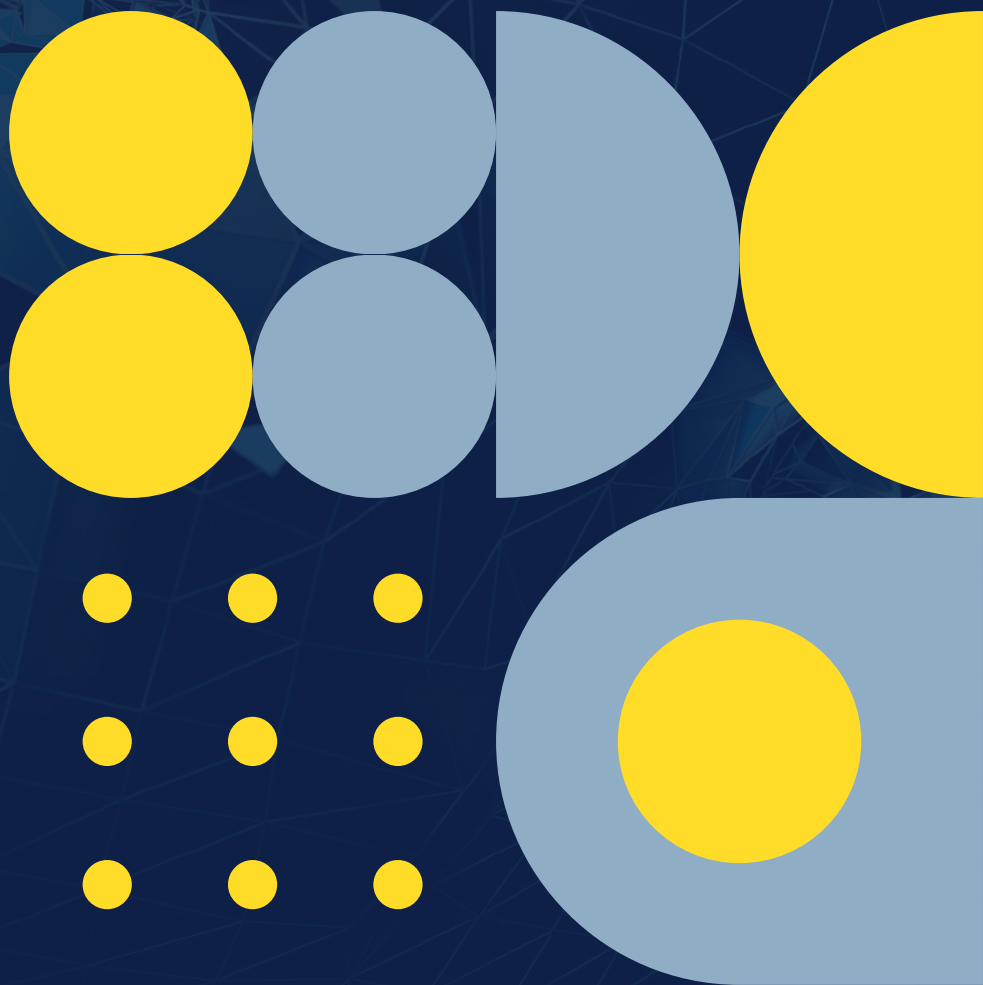


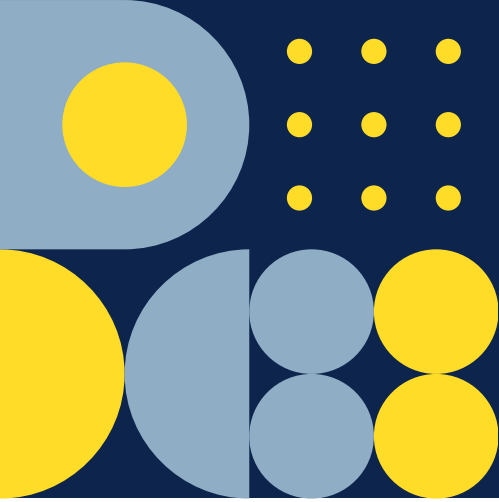
TECH CONNECT

Exploring Business
Opportunities in the
Brazilian Tech Industry

Organizers

Brazil-Canada Chamber of Commerce
Conestoga Entrepreneur Collective
ACATE Canada





SPONSORS

ORGANIZERS



ENTREPRENEURSHIP
COLLECTIVE



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



PLATINUM SPONSOR



VALE

GOLD SPONSORS



SILVER SPONSORS

Brookfield



TABLE OF CONTENT

04	About the BCCC
04	About ACATE Canada
04	Conestoga Entrepreneur Collective
05	Welcome Message
06	Event Agenda
07	Alessandra Hoffmann's Bio
07	Alexandre Piana's Bio
08	Peter Hawkins' Bio
08	Henrique Bilbao's Bio
09	Fabiano Dell' Agnolo's Bio
10	Brazil Missions
11	Rose Mastnak's Bio
11	Andrea Gardella's Bio
11	Amir Omidvar's Bio
12	Panel
13	Christian Snyder's Bio
13	Bruno Malhado's Bio
14	Azhar Janjua's Bio
15	BCCC Contact Info

1973 - 2024

ABOUT THE BCCC

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

WHAT WE DO

The Brazil-Canada Chamber of Commerce - BCCC mission is to strengthen and grow the link between Brazil and Canada.

The BCCC plays a vital role in linking players from Brazilian and Canadian private and government sectors. Through **networking, advocacy and insight**, we assist our members to identify critical opportunities in expanding their commercial activities, and further their business interests across **borders.**

BCCC is proud of our association and partnerships with Acate Canada and the Conestoga Entrepreneurship Collective.



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

ABOUT ACATE CANADA

Acate Canada is a new international chapter of one of Brazil's top innovation hubs because, alongside our over 1,700 member companies, we foster a strong and dynamic innovation ecosystem that enables businesses to generate deals, innovate, attract investments, and stay connected with each other.

In Canada we bridge distances and break barriers, offering connection and business opportunities for companies from both nations looking to kickstart their internationalization journey with ease.



ABOUT CONESTOGA ENTREPRENEUR COLLECTIVE

Entrepreneurship at Conestoga starts at the Conestoga Entrepreneurship Collective where we equip the business community with the tools to pursue their entrepreneurship potential. Start a new business. Launch a freelance business. Join a high-growth company as a B2B sales professional. Here and around the world.



WELCOME



PETER HAWKINS

Co-Chair
BCCC



DANIEL RICICA

Co-Chair
BCCC

Dear Esteemed Attendees,

On behalf of the Brazil-Canada Chamber of Commerce - BCCC, we are thrilled to welcome you to TechConnect: Exploring Business Opportunities in the Brazilian Tech Industry.

As co-chairs of the BCCC, we are proud to see our shared mission in action—strengthening the ties between Brazil and Canada by showcasing opportunities, encouraging innovation, and facilitating growth in key sectors like technology. Brazil's tech industry is rapidly evolving, and through this event, we hope to illuminate its promise, from investment opportunities to emerging trends that can benefit both economies.

Today's sessions, discussions, and networking opportunities aim to deepen our bilateral partnership, provide insight into Brazil's booming tech ecosystem, and empower businesses on both sides to succeed in this vibrant market.

Thank you for joining us for TechConnect, and we look forward to the new ideas and partnerships that will undoubtedly emerge from today's event!

Peter Hwkins

Daniel Ricica

Co-Chairs of the Brazil-Canada Chamber of Commerce

AGENDA

03:00	Registration & Networking
03:30	Welcome & Opening Remarks
03:40	Join.Valle Showcase
03:50	Brazil Mission: Insights and Testimonial
04:00	Brazil Mission: Insights and Testimonial
04:20	Cross-Border Collaborations
05:00	End of Event
05:00	Cocktail at ABE ERB

WELCOME

REMARKS



ALESSANDRA HOFFMANN
Co-Chair of the
Kitchener/Waterloo BCCC
Chapter and CLO at Ezok

Living in the Waterloo, Canada ecosystem, Alessandra Hoffmann leads the due diligence and bureaucracy area for Ezok clients. Alessandra has over 15 years of experience in corporate administrative law.



ALEXANDRE PIANA
Deputy Consul, 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 Brasilia, 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.

WELCOME

REMARKS

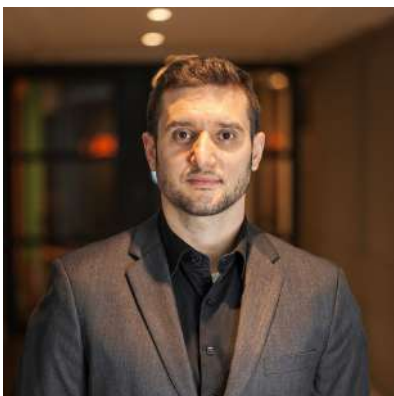


PETER HAWKINS

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.



HENRIQUE BILBAO

Co-Chair of the
Kitchener/Waterloo BCCC
Chapter and CEO at Ezok

Living in the Waterloo, Canada, ecosystem, Henrique has an innovative vision. He leads the investment search and M&A area for Ezok clients. His experience at Brazil's largest technology association gives him a unique approach, combining technical knowledge and market insights to guide companies on their global journey.

JOINVALLE SHOWCASE



FABIANO DELL' AGNOLO

Executive Director at
Join.Valle

Fabiano plays a key role in the region's ecosystem and was one of the visionaries behind Join.Valle, an association that fosters Entrepreneurship and Innovation, and serves as a hub connecting key ecosystem stakeholders.

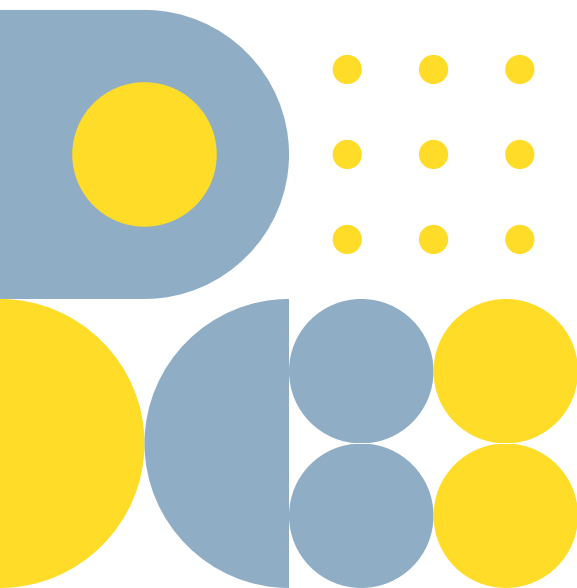
Through Join.Valle, he created the JEDI Program - Entrepreneurship, Development, and Innovation Journey, which focuses on creating startups that solve real market problems. Now in its 10th edition, JEDI has involved over 800 entrepreneurs and generated more than 30 new businesses. He also led the creation and implementation of JoinVC, an investment pool in the region in partnership with Bossanova, aimed at investing in early-stage startups.

In recent years, he has focused on developing programs and initiatives to promote innovative entrepreneurship, the creation of startups, and training. He has also served as an organizer for Startup Weekends, Hackathons, and Meetups, impacting hundreds of entrepreneurs.

He is also the co-founder and CEO of StackX - Software Developer Training, Director at Softville - Startup Incubator, and Advisor at Ágora Tech Park - Innovation Center and Technology Park.

BRAZIL MISSIONS

Insights and Testimonials



SPEAKER



ROSE MASTNAK

Director at Conestoga
Entrepreneurship Collective

Rose Mastnak is the Director at Conestoga Entrepreneurship Collective, a professional foundation built on over 25 years of experience in client-side marketing and senior agency client service roles, primarily in lifestyle industries, including fashion and beauty. With a passion and skill for bringing new ideas and products to market, Rose founded three new ventures (and is building two more), working to make a difference through invention, innovation and creativity. She has been a college professor for the past five years and has recently been seconded to relaunch the incubator initiative at the post-secondary institution.



ANDREA GARDELLA

Founder, Director and 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.

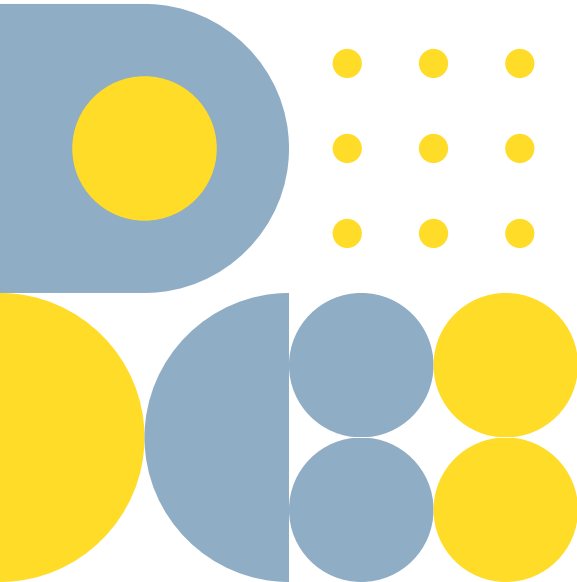


AMIR OMIDVAR

Founder and CEO of Pocket Clinic

Amir Omidvar is a visionary entrepreneur, co-founder and CEO of Pocket Clinic, and CTO of Measurin, two innovative startups at the intersection of medical technology and athletic performance. With a strong background in engineering, he holds six patents for cutting-edge medical devices, reflecting his passion for designing solutions that enhance health and quality of life.

CROSS-BORDER COLLABORATIONS



SPEAKER



CHRISTIAN SNYDER

Associate director, Program Development and Delivery, Conestoga Entrepreneurship Collective

As associate director, Program Development and Delivery, Christian Snyder is responsible for developing new programming and services as well as championing the excellence and evolution of existing programs in the Conestoga Entrepreneurship Collective. He also leads the coaching teams and supports ongoing professional development.

Christian is also a serial entrepreneur with businesses ranging from publishing (Pandora Press and Blaurock Press) to art (Gallery King Mackay in Kitchener) to farming (MacSnyder Farms in Formosa). He has also served as chief of staff and advisory board member at [Smile.io](https://www.smile.io). In addition to his extensive hands-on experience as a founder and business owner, Christian has worked as a coach, mentor and facilitator across the ecosystem with Scotiabank FactoryU, Greenhouse, Velocity and The Peace Incubator.



BRUNO MALHADO

Senior Director at ApplyBoard

Senior executive with over 20 years of experience in leadership, strategy, product innovation, and digital transformation across corporate, scale-up, and startup environments. Have been working in senior leadership positions at Skipthedishes, JustEatTakeaway and Applyboard.

SPEAKER



AZHAR JANJUA

Program Lead at Tie Quest

Azhar is a fractional CXO and loves to help export-ready companies scale globally. His experience passes far beyond the startup space, where, of course, he has built a few but he is always focused on profitability. He has spent twenty-plus years fostering ecosystem growth and programming or advising entrepreneurs and multinationals on matters related to corporate governance, revenue operations, intellectual property, finance, succession planning, real estate acquisition, and gaining access to talent and capital. He is a global employment and operations expert.

Formerly, I was one of the architects of Communitech Outposts and Elevate IP programming. Azhar leads the team for TieQuest 2025, a 16-week acceleration program and pitch competition, with the finals to take place at Discovery X in April. TieQuest's focus is on helping companies find product-market fit.

AT THE BCCC WE CONNECT



BCCC

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

CONTACT US



[instagram.com/brazcanchamber](https://www.instagram.com/brazcanchamber)



[linkedin.com/company/brazcanchamber](https://www.linkedin.com/company/brazcanchamber)



[facebook.com/brazcanchamber](https://www.facebook.com/brazcanchamber)



twitter.com/brazcanchamber



<https://www.youtube.com/@brazil-canadachamberofcomm16>



www.brazcanchamber.org

