

# Immigration and Business Insights For Foreign Business Leaders



**BRAZIL-CANADA CHAMBER OF COMMERCE - BCCC**

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## 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 six other Chapters, including **Ottawa, New Brunswick Atlantic, Manitoba, Alberta, British Columbia, Kitchener/Waterloo, and Nova Scotia.**

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



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

# 1973 - 2025

## 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.

# WELCOME

*Dear Esteemed Attendees,*

*On behalf of the Brazil-Canada Chamber of Commerce - BCCC, we are pleased to welcome you to **Immigration and Business Insights for Foreign Business Leaders - What to Expect in 2025**. This webinar is designed to provide entrepreneurs and business leaders with valuable insights into the evolving Canadian immigration landscape and the opportunities it presents.*

*As Canada continues to be a prime destination for global talent and investment, understanding the latest policy changes, work permit updates, and business immigration programs is critical for those looking to expand or establish their ventures in the country. Our discussions today will offer expert guidance on navigating new challenges, seizing opportunities, and developing strategies for successful business expansion into Canada.*

*We encourage you to engage, ask questions, and take full advantage of this opportunity to gain practical knowledge and connect with industry experts.*

*Thank you for joining us—we look forward to an insightful and productive discussion!*

**Peter Hawkins and Daniel Ricica**

**Co-Chairs of the Brazil-Canada Chamber of Commerce**



## **RAQUEL BOECHAT**

*Founder & CEO, Canada Starhub and Co-Chair of the BCCC IST Committee*

CANADA  
STARHUB

[raquel@canadastarhub.ca](mailto:raquel@canadastarhub.ca)

Raquel Boechat is a business strategist and entrepreneur with over 20 years of experience leading companies and empowering leaders to increase their social capital in Brazil and Canada. As the Founder and CEO of Canada Starhub, she leads a company that guides international entrepreneurs through the first steps of expanding their businesses to Canada, providing the resources and expertise needed to navigate the market effectively.

With deep knowledge of both ecosystems, Canada Starhub helps business leaders connect with the Canadian market, establish strategic partnerships, and access key resources such as incubators, accelerators, research collaborations, and funding programs. Under Raquel's leadership, the company has supported international entrepreneurs from

Latin America, Africa, Europe, and Asia to reduce their learning curve and build a strong foundation in Canada.

Raquel is also the Co-Chair of the Innovation, Science, and Technology Committee and a Board Member at the Brazil-Canada Chamber of Commerce (BCCC). Recently, she co-founded the AI Learning Lab, which provides ready-to-deliver AI courses for professional associations, educational institutions, and corporate training providers. This initiative reinforces her commitment to equipping organizations that train and prepare entrepreneurs with the knowledge and tools to leverage AI for business growth.

Raquel brings a unique perspective on the challenges and opportunities of international expansion. Her expertise and strong network in both countries make her a key resource for global entrepreneurs looking to expand their business to Canada as a strategic global hub.



## **SONIA MIRBAHA**

*Principal Advisor,  
SMB Advisors*



[sonia@smbadvisors.ca](mailto:sonia@smbadvisors.ca)

Sonia is a seasoned immigration advisor and a member in good standing of the Law Society of Ontario since 2009. With an extensive background in immigration law, she brings a wealth of experience from both private practice and in-house legal environments, making her a trusted advisor for individuals and corporations alike.

Prior to her role as Principal advisor at SMB Advisors, Sonia has been managing the boutique immigration law firm in Toronto, focusing primarily on corporate immigration. She has successfully managed the immigration processes for numerous corporations, facilitating the relocation of senior executives, specialized knowledge workers, and business visitors to Canada on temporary resident permits. Her expertise extends to help families navigate complex

immigration pathways for work, study, and permanent residency in Canada.

Beyond her professional achievements, Sonia is passionate about giving back to the community through mentorship and educational initiatives. She frequently participates in speaking engagements and workshops to share her knowledge on Canadian immigration policies, empowering individuals and organizations to achieve their immigration goals.

Outside of her office hours, Sonia is a dedicated mother of two and enjoys spending quality time with her children. She is an outdoor enthusiast who appreciates the restorative power of nature and stays active through various recreational activities. Additionally, Sonia has a passion for music and dance, which she incorporates into her personal life as a source of inspiration and creativity.



**PAOLA SAAD**

*President, Mandala Group  
and Co-Chair of the BCCC  
Trade & Investment  
Committee*

Paola Saad is the CEO and Founder of Mandala Group, a company dedicated to connecting Canadian businesses with global markets through expert matchmaking and international trade facilitation. With over 25 years of experience leading trade missions and events, Paola has worked with a diverse range of clients—including multinational corporations, financial institutions, civic organizations, foreign dignitaries, and governments—across more than 40 sectors globally.

In addition to her work at Mandala Group, Paola is a Senior Partner at In Vino Frances Veritas, a French company importing organic, biodynamic, and sustainably farmed wines from

France, Spain, and Italy. The company focuses on promoting high-quality wines while supporting sustainable agricultural practices, with a particular emphasis on expanding its reach to South America and Asia.

Paola thrives in high-pressure environments, consistently managing multiple projects while meeting tight deadlines. Her leadership extends to several boards and advisory roles, including serving as a director on the Board of the United Nations Association in Canada, Toronto Region, where she also chaired Event Planning. She is the Past President and Chair of the Trade and Investment Committee at the Brazil-Canada Chamber of Commerce (BCCC) and currently serves as Chair of the Centennial College Program Advisory Committee for International Business, in addition to advising the GiET Foundation.

Paola's outstanding contributions have earned her prestigious accolades, including the "Brazilian Woman in Power" award from the Canadian Federal and Ontario Provincial Governments and a CONCID award for her work with the Brazilian community in Toronto.

She holds a Master's degree in Business Administration and Marketing from the University of Liverpool, a Postgraduate Specialization in Public Relations from Ryerson University, and an Honors B.A. in Economics from the University of Toronto.



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