



BCCC BRAZIL-CANADA CHAMBER OF COMMERCE

>>>

U.S. - Canada Tariffs

NEW TRADE UNCERTAINTY

How Brazil and Canada can benefit

BCCCLIVE



U.S. - CANADA TARIFFS

New Trade Uncertainty: How can Brazil and Canada benefit

INTRODUCTION

The **U.S. - Canada Tariffs: New Trade Uncertainty - How can Brazil and Canada Benefit** live meeting, organized by the **Brazil-Canada Chamber of Commerce | BCCC**, through the **BCCC Trade & Investment Committee**, took place on February 13th at 12:00 PM, moderated by **Peter Hawkins, Co-Chair of the BCCC and SVP & Managing Director at MELLOHAWK Logistics**, and hosted by **Paola Saad and Salo Rapoport, Co-Chairs BCCC Trade & Investment Committee**.

ABOUT US

The BCCC is a coast-to-coast independent, non-profit Canadian organization that has promoted business relations between Brazil and Canada for over 50 years by creating and maintaining high-level networking in our sectorial committees and events. At BCCC, we connect!



THE MEETING

This meeting provided updates on the new US regulatory measures' impacts on trade, the challenges and opportunities that Brazil and Canada will face, and how you can benefit from the new tariffs. We thank our annual sponsors, **Vale, Rio Tinto, MELLOHAWK Logistics, BMA Law, and Brookfield**, as well as all our **members and partners**, for their continued support.

We thank our guests, sponsors, partners, members, and the audience for this amazing discussion. BCCC organizes this initiative to promote connections and foment business between Brazil and Canada.

Make sure to follow us [online](#) to learn about our upcoming [initiatives](#) and review [Membership and Sponsorship opportunities](#) to be part of our network. Count on BCCC to expand your network in Brazil and Canada!



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SPEAKERS

- [Andrea Gardella](#), Founder and Principal Economist at Alcance Solutions
- [Arnon Melo](#), President, MELLOHAWK Logistics
- [Igor Celeste](#), Head of Department, Market Intelligence Department at Apex-Brasil
- [Marcelo Sarkis](#), Co-Chair of BCCC IST Chapter; Principal and Senior Patent at PrimalP
- [Michael Kennedy](#), Financial Advisor at CIBC
- [Paola Saad](#), Co-Chair of BCCC Trade & Investment Committee; CEO of Mandala Group
- [Patricia Garcia da Rosa](#), Co-Chair BCCC Alberta Chapter, Executive Director at PGR Global Consulting
- [Paulo Araujo](#), Agricultural Attaché at the Embassy of Brazil in Ottawa
- [Peter Hawkins](#), Co-Chair of BCCC; SVP & Managing Director at MELLOHAWK Logistics
- [Raquel Boechat](#), Co-Chair BCCC IST Committee; Founder & CEO of Canada Starhub
- [Richard Freund](#), CEO & Co-Founder of konker.
- [Salo Rapoport](#), Co-Chair of BCCC Trade & Investment Committee; Chief Strategy Officer at Cescon Barrieu
- [Stéphane Larue](#), President CCBC Canada

BCCC DIRECTORY - OPEN DISCUSSION & Q&A

Alcely Barroso - Partner & Strategy Lead at Brainwork Business Consulting

We support companies in their business transformation by applying tailored industry-specific technologies to optimize efficiency and accelerate business growth. We combine Design and Technology to co-create with our clients. Our experts have experience in large projects focused on Cloud, Data and Artificial Intelligence, and Cybersecurity.

Alcely Barroso - alcely.barroso@brainwork.ca / www.brainwork.ca or Simon MacQueen, CEO at Brainwork - simon.macqueen@brainwork.ca



Andrea Gardella - Founder and Principal Economist at Alcance Solutions

Alcance Solutions empowers organizations to unlock global growth by providing in-depth, sustainability-focused research and analysis.

Arnon Melo – President, MELLOHAWK Logistics

MELLOHAWK Logistics is a Toronto-based freight forwarding company providing comprehensive international logistics solutions since 2002. Specializing in air, ocean, and ground freight, customs clearance, and supply chain management, MELLOHAWK serves businesses worldwide with tailored shipping solutions and partners with clients to navigate complex logistics challenges, ensuring reliable and efficient transportation across borders. We can help any company start their import/export process – arnon@mellohawk.com

Benigno Rojas-Moreno, Trade Director Americas- Government of Alberta

Thanks to BCCC for the invite. I lead the Americas team at Alberta's Ministry of Jobs, Economy, and Trade. We engage in a number of activities to connect Alberta companies with opportunities in the Americas region, and Brazil is a priority country for our department. These include coordinating incoming visits of international companies or governments, outgoing trade missions with Alberta companies to various countries, and information sharing regarding business opportunities and market intelligence. Alberta has an extensive network of International Offices to generate business leads for Alberta companies.



Benito Rossiti - Sales in North America for Meta IT

I am Benito Rossiti, and I am responsible for Sales in North America for Meta IT, an IT Consulting & Services company originally founded in Brazil. We are now entering the 5th year of our operation in North America, with our headquarters office in the Kitchener-Waterloo area. benito.rossiti@metait.ca

Bruno Santiago - Imagina Digital

Hello, Great panel, congratulations BCCC!

As briefly mentioned, I am dealing with Digital Marketing, focusing on the Brazil-Canada axis.

At www.imaginadigital.com.br, we focus on technology, education, and immigration companies.

Feel free to connect: <https://www.linkedin.com/in/bruno-santiago-digital-marketing>

Cintia Takeda - Cyber Security Global Ambassador Hacker Rangers

Hacker Rangers transforms security awareness with gamified training, phishing simulations, and compliance tracking, ensuring high engagement and risk reduction for **small, medium, and enterprise companies. Contact **Cintia.Takeda@hackerranger.com | +1 (514) 814-7767 to enhance your organization's cybersecurity culture. Use CODE: HACKER-BCCC

Francys Vilella - Cesis

Hi Everyone, my name is Francys Vilella; I work for Cesis - regulatory affairs company in agriculture.



Frederico Viana Rodrigues - Partner of Cescon Barrieu

Hi Everyone, my name is Frederico Viana Rodrigues. I am partner of Cescon Barrieu, one of Brazil's leading law firms, is uniquely positioned to offer tailored legal counsel and strategic advice. We have a great experience in mining and cross border transactions. I am based in Belo Horizonte, but we also have offices in São Paulo, Rio de Janeiro, Brasilia and Salvador.

Hernan Murua - Anamet Canada

Hello, Hernan Murua from Anamet Canada. We sell special electric conduits in Brazil hmurua@anametbrasil.com. It takes time, but the market is there; you need local connections, and that was the key for us.

Igor Celeste - Head of Market Intelligence of ApexBrasil, the Brazilian Trade and Investment

Promotion Agency of Brazil. More than 20 years fostering Brazilian trade and Investment globally. You can find us at: www.apexbrasil.com.br

LinkedIn: <https://www.linkedin.com/in/igor-isquierdo-celeste-5210852a/>

You can find good trade statistics of import/export of Brazil for all the products in: <https://apexbrasil.com.br/content/apexbrasil/br/pt/conteudo/painel-de-data-analytics/painel-de-comercio.html>



Marcelo Sarkis - Co-Chair of BCCC IST Chapter; Principal and Senior Patent Agent at PrimalP

PrimalP.com, led by professional engineer Marcelo König Sarkis, a seasoned registered patent agent (Canada) with over 36 years of experience, specializes in intellectual property services between Canada and Brazil.

Material forwarded:

<https://ised-isde.canada.ca/site/canadian-intellectual-property-office/en/requirements-and-procedures-file-request-cipo-pph-program-brazil-instituto-nacional-da-propriedade>

Marcelo Oliveira - Marcelo Correa Consulting

Hi everyone, my name is Marcelo Oliveira, based in Toronto, and through my company Marcelo Correa Consulting, I dedicated most of my time in developing new business for the medium and small produce growers from Brazil. We have Brazilian fruits coming to Canada during the whole year. On the export to Brazil, the situation is much difficult due to the Brazilian legislation, I had no luck so far.

Related to my question about fruit export to Brazil, my contact is marcelocorrea@marcelocorreaconsulting.com

Marvin Hough - President of MIRA

Hi Everyone, I am Marvin Hough, President of MIRA an international trade consulting firm. I have over 30 years experience with EDC and helped EDC set up in Brazil 25 years ago. I focus a lot on business culture and can help Canadian companies with information on Brazilian business culture - www.miraservices.ca



Michael Kennedy - Financial Advisor at CIBC

Experienced building cross border investor relationships and navigating financial markets between Canada and Brazil. This has been demonstrated through my experience at Global Start-ups Accelerator and CIBC through the advising and developing financial strategies that encourage investment opportunities in both regions.

Paola Saad - Co-Chair of BCCC Trade & Investment Committee; CEO of Mandala Group

Mandala Group has been connecting businesses and opportunities in the Brazil-Canada corridor for over 25 years, leveraging strong networks and a deep understanding of your business to drive success.

Patricia Rosa - PGR and Co-Chair of the BCCC Alberta Chapter

I am in Alberta, Canada, and also have an office in Porto Alegre, RS, Brazil. I'm leaving my email, patricia@pgrglobal.ca, and my LinkedIn <https://www.linkedin.com/in/patriciagarciarosa>

Paulo Araujo - Agricultural Attaché at the Embassy of Brasil in Ottawa

Hello everyone, Paulo Araujo, Agricultural Attaché at the Embassy of Brasil in Ottawa here. We are working together with CCBC in setting up a Brazil pavilion at SIAL in Toronto, If you are interested please get in touch! adido.ottawa@agro.gov.br

Peter Hawkins - Co-Chair of BCCC; SVP & Managing Director at MELLOHAWK Logistics

MELLOHAWK Logistics has been shipping to and from Brazil for over 20 years. We are specialists in heavy machinery, machine parts and consumer goods.



Raquel Boechat - CEO Canada Starthub

Hi everyone, great initiative! Raquel Boechat - CEO Canada Starthub, raquel@canadastarthub.ca. We guide international companies on their first steps in expanding their business to Canada, reducing the learning curve, and building strategic connections to increase their reputation and social capital in the country. Let's connect on LinkedIn: <https://www.linkedin.com/in/raquel-de-castro-boechat/>

Richard Freund - CEO & Cofounder of konker.

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konker is an innovative mining company that enhances efficiency in both exploration and operational phases, using cosmic muon-ray technology to monitor ore quality in stockpiles as well as conducting green- and brownfield exploration, enabling more efficient mineral assessments without invasive drilling.

Salo Rapoport - Co-Chair of BCCC Trade & Investment Committee; Chief Strategy Officer at Cescon Barrieu

Cescon Barrieu, one of Brazil's leading law firms, is uniquely positioned to offer tailored legal counsel and strategic advice, bridging the gap between Brazil and Canada in various areas such as Corporate/M&A, Capital Markets, Mining, Environment, Litigation, Arbitration, Compliance, and Government Relations

salo.rapoport@cesconbarrieu.com.br

Sylvia Mills | Government of Ontario | Ministry of Economic Development, Job Creation and Trade

Looking to expand your business into Ontario? I support all sectors, including Automotive, Aerospace, Life Sciences, Clean Technology, Critical Minerals, Agri-Food, and ICT. I'm happy to answer any questions, connect you with the right team, and help grow your business - Sylvia.mills@Ontario.ca