

Delegation of
the **European Union**
to **Canada**



Délégation de
l'**Union européenne**
au **Canada**

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SUPPORTING WOMEN IN INTERNATIONAL TRADE

**LESSONS FROM
EUROPE AND CANADA**

25 APRIL 2024

**DENTONS, 77 KING ST W SUITE
400, TORONTO, ON M5K 0A1
ONLINE PARTICIPATION POSSIBLE**

TRADE

CONCEPT

Since 2018, the European Union and Canada have aspired to make the Comprehensive Economic and Trade Agreement (CETA) be more inclusive for underrepresented entrepreneurs. In this context both trade partners have collaborated closely to enhance opportunities for women, encompassing workers, businesswomen, and entrepreneurs, to fully utilize the benefits of CETA. Their joint efforts have focused on enhancing data collection, employing gender-based analysis in trade policies, and refining trade agreement design and implementation. Through policy exchanges, stakeholder engagement, and participation in multilateral forums, both EU and Canada showcase leadership in advocating for gender-inclusive trade policies. These initiatives provide platforms for women to address challenges and leverage opportunities within CETA, involving government bodies, civil society, women entrepreneurs, and international institutions like the WTO and UN Women.

In the post-pandemic era, the European Union and Canada want to bring new momentum to trade and gender file and renew the commitment to future shared activities. To this end, the EU Delegation, together with the Belgian Embassy to the Presidency of the European Union is organizing a half-day roundtable on the topic of **Supporting women in international trade – Lessons from Europe and Canada**. The roundtable discussions feature two panels bringing together women from both private and public sectors. The first panel will focus on trade promotion policies for women, as well as the roles of public and private institutions in implementation of these policies. The second panel, led by the representatives of the women organizations and businesses, will discuss the challenges and opportunities allowed by these policies.

The event will take place on **April 25, 2024, at Dentons Canada in a hybrid mode**. The link will be made available to those willing to participate virtually.

AGENDA

08:30
09:00

REGISTRATION AND WELCOME COFFEE

09:00
09:30

WELCOME OPENING REMARKS

KEYNOTE

CETA - Free Trade Agreement supporting the participation of women in international trade

MODERATION

Cathy Murphy, Vice-President, European Union Chamber of Commerce in Canada

SPEAKERS

Dr. Melita Gabrič, Ambassador of the European Union to Canada

Patrick Van Gheel, Ambassador of Belgium to Canada, Presidency of the Council of the European Union

Xavier Van Overmeire, Partner, Dentons; President, The Belgian Canadian Business Chamber

09:30
10:40

PANEL I INCLUSIVE TRADE IN ACTION - TRADE PROMOTION POLICIES WITH A GENDER LENS

MODERATION

Cathy Murphy, Vice-President, European Union Chamber of Commerce in Canada

SPEAKERS

Dr. Tania Saba, BMO Chair in Diversity and Governance, Professor at the School of Industrial Relations, Université de Montreal

Sue Rauth, Director, Ontario Regional Office of the Trade Commissioner Service

Jennifer Cooke, Director, Inclusive Trade, Export Development Canada

Pascale Delcomminette, CEO, Wallonia Export and Investment Agency (AWEX), Belgium

Jan Pieter Barendse, Strategic Policy Advisor International Business, Ministry of Foreign Affairs, the Netherlands

Vanesa Álvarez Franco, Market Intelligence Director at ICEX España Exportación e Inversiones, Spain

10:40
10:50

COFFEE BREAK

AGENDA

10:40
10:50

COFFEE BREAK

10:50
12:20

PANEL II

INCLUSIVE TRADE IN ACTION – STAKEHOLDERS' FEEDBACK

Part I: Businesses' experience and lessons learnt

Part II: Feedback from business associations

MODERATION

Cathy Murphy, Vice-President, European Union Chamber of Commerce in Canada

SPEAKERS Part I

Karima-Catherine Goundiam, CEO, B2BeeMatch, Canada

Jeanette Irekvist, President, Ericsson Canada

Karen Burns, CEO, FYMA, Estonia

SPEAKERS Part II

Gabriela Kostovska Bogoeska, Vice-Chair, Women Group of the Enterprise Europe Network

Susan Baka, VP-International, Organization of Women in International Trade - Toronto

Paige Harlock (she/her), Director, Stakeholder Engagement 2SLGBTQI+ Chamber of Commerce

12:20
12:30

WRAP-UP / CLOSING REMARKS

SPEAKERS

Maxime Ramon, Counsellor, Embassy of Belgium to Canada, Presidency of the Council of the European Union

Magdalena Ciesielska, Deputy Head of Trade and Economic Section, Delegation of the European Union to Canada

12:30
14:00

NETWORKING LUNCH

PARTICIPANTS

MODERATOR



Cathy Murphy, Vice-President, European Union Chamber of Commerce in Canada

Cathy is the Vice President of EUCCAN: the EU Chamber of Commerce Canada and Head of Development for the European Business Organization Worldwide Network Board of Directors, headquartered in Brussels. She is the CEO of a national NGO focussed on diaspora relations, and previously served as Managing Director of the Ireland Canada Chamber of Commerce. She participated in *G7 CETA Success Stories* with UN Women and WE Empower; moderated a panel on *CETA and Facilitating Trade Between Ireland and Canada*; acted as MC for the Ireland-Canada Business Summit at the headquarters of the Department of Foreign Affairs and Trade Ireland and for EUCCAN's EU-Canada Business Day at Bennett Jones; and contributed to *Mentoring Trans-Atlantic Women Entrepreneurs*, a SSHRC project in partnership with Carleton University Ottawa. Cathy holds a Master's degree in Gender and Women's Studies from York University (Toronto), an Honours Bachelor's degree in Humanities from the University of Toronto, an Executive certificate from the Rotman School of Management, and a certificate from the OCASI School for Social Justice for leaders to become stronger social change agents in their communities.

OPENING REMARKS



Dr. Melita Gabrič, Ambassador of the European Union to Canada

Ambassador Gabrič began her tenure at the helm of the Delegation of the European Union to Canada on 1 February 2021, after serving as Ambassador of Slovenia to Canada since 2018. She holds a Ph.D. in International Relations and has extensive experience in both bilateral and multilateral international relations. Prior to her Canadian assignment, she served as Slovenia's Director of Development Co-operation and Humanitarian Aid. Previously, she served as Diplomatic Affairs Adviser to the Prime Minister as well as to the President of Slovenia. Ambassador Gabrič was also the Secretary General of the Bled Strategic Forum and led the Slovenian national process on business and human rights. She held the position of Senior Adviser on Human Rights to two Presidents of the United Nations General Assembly in New York. She was also the Consul General of Slovenia in New York. Since 2020, Ambassador Gabrič has had the honour of serving as Chairperson of the Women Heads of Diplomatic Missions in Ottawa.

PARTICIPANTS



**Patrick Van Gheel, Ambassador of Belgium to Canada,
Presidency of the Council of the European Union**

Patrick Van Gheel is the Ambassador of Belgium in Canada. A Belgian career diplomat, Ambassador Van Gheel was previously the Belgian Ambassador to Cuba, the Dominican Republic and Haiti based in Havana. He has also taken posts at the Permanent Representation of Belgium to the EU in Brussels, to the United Nations and the World Trade Organisation in Geneva and to the OCDE in Paris. Ambassador Van Gheel was the Belgian Ministry of Foreign Affairs' Director for EU – Trade Policy and World Trade Organisation twice. He also served as Diplomatic Advisor at the Cabinet of the Minister of Home Affairs. Ambassador Van Gheel obtained his Master of Laws from the Catholic University of Leuven.



**Xavier Van Overmeire, Partner, Dentons; President,
The Belgian Canadian Business Chamber**

Xavier Van Overmeire practices business law with a focus on international trade. He is Fellow of the Centre d'études et de recherches internationales de l'Université de Montréal (CÉRIUM). His practice focuses on advising clients in international mergers and acquisitions, joint ventures and strategic alliances (including international franchise, distribution and technology transfer agreements). He has extensive experience with multi-jurisdictional transactions and is particularly well versed in the energy, natural resources, pharmaceutical, new technologies, e-commerce and services sectors. Xavier also represents domestic and foreign companies before international courts of law (particularly in Europe) and arbitration panels on international trade issues related to investment and the import-export of products and services. Xavier teaches at the Université de Montréal's Faculty of Law and is regularly invited by various international associations and corporations as a speaker on free trade agreements, most particularly on the Comprehensive Economic and Trade Agreement (the "CETA") between EU and Canada.

PARTICIPANTS

PANEL I • INCLUSIVE TRADE IN ACTION – TRADE PROMOTION POLICIES WITH A GENDER LENS



Dr. Tania Saba, BMO Chair in Diversity and Governance, Professor at the School of Industrial Relations, Université de Montréal

Tania SABA is the founder and holder of the BMO Chair in Diversity and Governance and is a Full Professor at the School of Industrial Relations at the Université de Montréal. Tania is an expert and has published extensively on issues of diversity management, workforce aging, intergenerational value differences, knowledge transfer, future skills, transformation of employment relations and work organization. Tania works on major research projects with public and private organizations on issues of employment equity and the integration of underrepresented groups in the labour market. In 2021, she received the Gérard Dion Award from the Canadian Industrial Relations Association for the impact of her research in the field. Tania oversees the Quebec and Canada Francophone chapter for the Toronto Metropolitan University-led Women Entrepreneurship Knowledge Hub (WEKH) project. She is a member of the Future Skills Centre, the Diversity Institute, OBVIA (International Observatory on the Societal Impacts of AI and Digital technology), CERIU (the Montreal Centre for International Studies) and CRIMT (Interuniversity Centre on Globalization and Work).



Sue Rauth, Director, Ontario Regional Office of the Trade Commissioner Service

Sue Rauth has been a federal public servant for 26 years. She is currently serving as the Director of the Ontario Regional Office, Trade Commissioner Service, Global Affairs Canada.



Jennifer Cooke, Director, Inclusive Trade, Export Development Canada

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 believes strongly in the untapped potential to grow Canada's economy by empowering more women, Indigenous, Black and racialized peoples, and those from the 2SLGBTQI+ 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.

PARTICIPANTS



Pascale Delcomminette, CEO, Wallonia Export and Investment Agency (AWEX), Belgium

On 1 January 2014, Pascale became Deputy General Administrator for Wallonie-Bruxelles International (WBI). In July of the same year, she was named General Administrator for Wallonie-Bruxelles International (WBI) and the Wallonia Export-Investment Agency (Awex), replacing Philippe Suinen. In July 2015, she took up her new role as CEO. Before that, from 2004 to 2013, Pascale worked in a series of managerial positions in the ministerial offices of the Region of Wallonia and the Wallonia-Brussels Federation: Deputy Private Secretary to the Minister-President of the Government of Wallonia (2004-2007); Private Secretary to the Minister of Social Action, Health and Equal Opportunities (2007-2009); Private Secretary to the Minister-President for the Government of Wallonia and the Wallonia-Brussels Federation (2009-2013). In parallel to these ministerial posts, Pascale joined the Ducroire Belgian Export Credit Agency in 2006 - she still holds this position - and became the government commissioner for the Economic Stimulation Agency (2007-2009), where she became a board member in 2012, and at the Wallonia Export-Investment Agency, Awex (2009-2014).



Jan Pieter Barendse, Strategic Policy Advisor International Business, Ministry of Foreign Affairs, the Netherlands

Strategic Policy Advisor and member of the Management Team of the International Enterprise Department at the Netherlands' Ministry of Foreign Affairs. Working on improving the effectiveness of trade policy and trade instruments to ensure that companies' earning capacity now and, in the future, will be sufficient to maintain our welfare. Specifically engaged in the so-called greening of trade instruments, climate goals and economic diplomacy, Feminist Foreign Policy and female entrepreneurship, and raw materials and business challenges and opportunities. Specialties and experience: gender, raw materials, sustainable development, trade policy, EU- negotiations in Brussels, project manager of several projects (Economic Diplomacy and climate goals, NL interest in EU Free Trade Agreements and in the past Innovation and the role of Intellectual Property Rights).



Vanesa Álvarez Franco, Market Intelligence Director at ICEX España, Exportación e Inversiones, Spain

Since September 1st, 2023, Vanesa Alvarez is the new Market Intelligence Director at ICEX España Exportación e Inversiones, Madrid. In this position, she is in charge of promoting a broader presence of women in international trade through different ICEX programs. Besides, she manages the areas of Market Information, Financial Counselling and Customized Services at ICEX. Before this, she served as Economic and Commercial Counsellor at the Embassy of Spain in Mumbai, India, where, for the past five years, she promoted trade and investment between Spain and India. Before being posted to India, she held different positions in the Ministry of Economy, in the Public Treasury and in the Prime Minister's Cabinet in Spain. She also lived in South Korea for five years. She studied Business Management at Universidad de Vigo (1996-2000) and has a Master's Degree in Economics and Finance from Centro de Estudios Monetarios y Financieros (CEMFI), Madrid (2000-2002). Since 2007, She is a State Economist and works for the Spanish Public Administration. She is married and mother of two children.

PARTICIPANTS

PANEL II • INCLUSIVE TRADE IN ACTION – STAKEHOLDERS' FEEDBACK



Karima-Catherine Goundiam, CEO, B2BeeMatch, Canada

Karima-Catherine (KC) Goundiam is a Canadian entrepreneur and CEO of B2BeeMatch, a global business matchmaking platform, and Red Dot Digital, a digital transformation and management consulting firm. In addition to her business activities, she serves as the regional delegate of the International Chamber of Commerce and holds positions in two federal government committees. Moreover, KC shares her expertise as a guest speaker at the master's level in various universities. She is also a speaker in Canada and internationally and is frequently featured in the media.



Jeanette Irekvist, President, Ericsson Canada

Jeanette Irekvist is the President of Ericsson Canada and leads a world-class team driving Ericsson's engagements with customers, partners, and other stakeholders across the country. A veteran of the technology sector and a proven transformational leader, Irekvist has more than 20 years of experience in the industry with Ericsson and has held senior leadership roles across Strategy, Sales, Operations, Marketing and Communications in the U.S., Canada, and Europe. Irekvist joined the North American team almost a decade ago and has worked with several of the largest carriers in the U.S., building and managing their wireless networks, as well as strategically growing Ericsson's Enterprise business. Prior to joining the North American team, Irekvist worked with all major service providers in Europe and Nordic region, as well as in the enterprise and device ecosystem heading Global Marketing at ST-Ericsson and leading the Global Partner Sales in Ericsson Enterprise. In 2024, Irekvist expanded her leadership role by joining the Board of Directors of the Canadian Telecom Association for a two-year term, bringing her extensive industry experience to contribute towards advancing Canada's digital policy and telecom sector.



Karen Burns, CEO, FYMA, Estonia

Karen is the CEO & Co-Founder of Fyma - an analytics tool for the built environment. Fyma's software is designed to be universally compatible, seamlessly integrating with any IP camera worldwide and harnessing the capabilities of AI and computer vision to deliver comprehensive real-time analysis of video feeds. Karen has 19 years of experience in ICT and Business Development, having previously served as Business Development Director at CGI Estonia and Head of Business Development at Mooncascade amongst other positions. She international experience from the UK, South Africa, and the Middle East, holding management positions in private and public sector organizations. Karen is a regular speaker on AI, DEI topics and passionate about getting more women into leadership positions and STEM.

PARTICIPANTS



Gabriela Kostovska Bogoeska, Vice-Chair, Women Group of the Enterprise Europe Network

Gabriela holds a Master's degree in mechanical engineering. She is a specialist on the field of Technology & Innovation Transfer, Innovation Policy, Gender Mainstreaming and Supply Chain Management with more than 17 years of experience in business and innovation support activities. She is one of the founders and an executive director of the Foundation for Management and Industrial Research, responsible for managing, strategic development and acting as a consulting engineer for SMEs. As a local and regional expert, she had participated in numerous international projects focusing on entrepreneurship development, innovation, job creation and promotion of new technologies. More than 10 years of experience in design and delivery of capacity building programs in the fields of business support, technology transfer, intelligent energy, environmental services and export promotion. Gabriela is also member of the Women Entrepreneurship Council of Skopje, the capital city, SME Country chair for Macedonia, G100 Club of ALL Ladies League (Global), and member of the Working group: Gender & Ethnicity and Working group: Science Education and Public Engagement (Western Balkans).



Susan Baka, VP-International, Organization of Women in International Trade- Toronto; President, Bay Communications & Marketing Inc.

Along-time advocate for exporters and passionate about global trade, Susan Baka is an authority on international trade, women's entrepreneurship and diversity. She is a prolific writer and global speaker on women and trade and has presented in Europe, Africa and at the World Trade Organization in Geneva in recent years. She also authored a toolkit for Global Affairs Canada to help Canadian women exporters enter the EU market. Her company, Bay Communications & Marketing, provides trade facilitation services for European, Canadian and US businesses looking to expand internationally and also helps SME exporters from developing countries, particularly women, access the North American market. Susan is a founder of the first Canadian chapter of the Organization of Women in International Trade (OWIT-Toronto www.owit-toronto.ca), currently serving as VP International. She has also been on the international board for over a decade, currently as Co-VP, Chapter Development, responsible for launching chapters around the world. Susan served on the Canadian Minister of International Trade's SME Advisory Board (2008-11) and participates in stakeholder consultations on free trade agreements. She has been honoured with international awards, including OWIT International's 2019 Woman of the Year Award for 20 years of volunteer contributions to raise the profile of women in trade and for inspiring women to do business globally; and the TIAW World of Difference Award which recognizes 100 women worldwide for contributing to women's economic empowerment.

PARTICIPANTS



Paige Harlock (she/her), Director, Stakeholder Engagement Canada's 2SLGBTQI+ Chamber of Commerce

With over a decade in the non-profit sector, Paige brings experience in program development, partnership management and a passion for advancing causes that focus on equity and sustainability. In her role as Director of Stakeholder Engagement at Canada's 2SLGBTQI+ Chamber of Commerce, she is dedicated to leading a team that is designing programming and advocating for the needs of 2SLGBTQI+ entrepreneurs and professionals across Canada.

CLOSING REMARKS



Maxime Ramon, Counselor, Embassy of Belgium to Canada, Presidency of the Council of the European Union

Maxime Ramon is a Belgian career diplomat. He has been posted in Seoul, Taipei and since 2021 in Ottawa where he covers economic affairs and public diplomacy. Prior to joining the Belgian Ministry of Foreign Affairs, Maxime worked for the Club of Madrid (Spain) and for the Council of European Municipalities and Regions (Belgium). Maxime studied Political Science and International Relations at the Université Libre de Bruxelles, University College Dublin, Utrecht Universiteit and Université Jean Moulin Lyon 3. Maxime is an advocate of inclusive and diverse workplaces. He speaks French, English, Dutch and Spanish.



Magdalena Ciesielska, Deputy Head of Trade and Economic Section, Delegation of the European Union to Canada

Magdalena Ciesielska has been working in different departments of the European Commission since 2005. She joined the Delegation of the European Union to Canada on 1 September 2022 to work as a Deputy Head of the Trade Section. During her time as an EU official, she has held different positions as legal and policy officer, first working on Internal Market policies in Directorate General for Employment, Social Affairs and Inclusion and, as of 2013; she has been dealing with trade and investment policy in Directorate General for Trade. She had been previously posted to the Delegation of the European Union to Vietnam (2017-2019).



VENUE AND CONTACTS

VENUE

Dentons, 77 King St W Suite 400, Toronto, ON M5K 0A1

ONLINE: Zoom link TBD

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