

# 15th DOING BUSINESS IN BRAZIL



## Speaker's Bio in order of appearance



### **PAOLA SAAD**

#### ***President at Mandala Group and Chair of the BCCC Trade & Investment Committee***

Paola Saad is President and Founder of the Mandala Group, and President and Chair of The Trade & Investment Committee of the Brazil-Canada Chamber of Commerce. Mandala Group supplies a growing demand in International trade facilitation helping to connect Canadian companies to the international market. In this role, Paola has over 18 years of experience leading and organizing international trade missions and events. Amongst Paola's list of customers are, international corporations, civic groups, foreign dignitaries and high-level government agencies. Brazilian and other international markets in over 40 sectors. 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; Past-president of Grupo Brazil, the Brazilian Association of Ontario (3 years); Founding Member of the University of Liverpool Canadian Association of Students & Alumni (ULCASA); Chair of International Business Program Advisory Committee (PAC) for Centennial College and Advisor to the GEiT Foundation in India. Paola is also a recipient of "Brazilian Woman in Power", a joint award from the Canadian Federal Government & Ontario Provincial Government in 2012 and The Brazilian Citizenship Council Award in 2018. 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 Honours B.A. in Economics from the University of Toronto.



### **AMBASSADOR PEDRO BORIO**

#### ***Ambassador of Brazil to Canada***

20 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), along with technical expertise in Planning for regional (Latam) and global structuring (tax treaty, profit repatriation strategies, etc.); inbound and outbound international acquisitions and dispositions; corporate restructuring; transfer pricing review/optimization (Brazil / OECD Model); domestic indirect taxes/customs optimization (Supply chain review); individual international tax planning (family offices).

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### **CARLOS ALEXANDRE DA COSTA**

#### ***Deputy Minister for Productivity and Competitiveness at the Brazilian Ministry of Economy***

Carlos Alexandre Da Costa is graduated in Economics from the Universidade Estadual do Rio de Janeiro (UERJ), and obtained a Master's degree and a Ph.D. (ABD) in Economics from the University of California, Los Angeles. He was a Director at the BNDES (The Brazilian Development Bank), where he was responsible for the Planning Division, the Credit Division, the Information Technology and Processes Division, and for the Bank's Communications Department. He also was president of the Instituto de Performance e Liderança (Institute of Performance and Leadership), executive resident of JP Morgan and partner-director of Ibmecc Educacional. Mr. Da Costa is fluent in English, French, Spanish and Italian. During his professional career, he has acquired extensive experience in the academic sector as a Professor of Economics and Finance at Ibmecc, at UERJ, and at the Instituto Brasileiro de Mercado de Capitais.



### **PETER HALL**

#### ***VP & Chief Economist at Export Development Canada***

Peter Hall joined Export Development Canada (EDC) in November 2004. With over 30 years of experience in economic analysis and forecasting, Mr. Hall is responsible for overseeing EDC's economic analysis, country risk assessment and corporate research groups. In addition to preparing strategic advice for senior management at EDC, Mr. Hall is a featured speaker at conferences, international roundtables and policy fora, and regularly appears in television, radio and print media commenting on the world economy and Canadian international trade issues. He produces a widely circulated print and video weekly commentary covering a wide range of current global economic issues.

Prior to joining EDC, Mr. Hall directed the economic forecasting activities of the Conference Board of Canada. Mr. Hall has served as president of both the Canadian Association for Business Economics, a 600-member national association of professional economists, and its largest local chapter, the Ottawa Economics Association. He has also been a volunteer board and committee member for two Ottawa area private schools and currently serves on the board of a local charity. Mr. Hall has degrees in economics from both Carleton University and the University of Toronto.

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### OTAVIANO CANUTO

**Senior fellow at the Policy Center for the New South and former Vice President at the World Bank**

Otaviano Canuto, based in Washington, D.C, is a senior fellow at the Policy Center for the New South, a nonresident senior fellow at Brookings Institution, a visiting public policy fellow at ILAS-Columbia, and principal of the Center for Macroeconomics and Development. He is a former vice-president and a former executive director at the World Bank, a former executive director at the International Monetary Fund and a former vice-president at the Inter-American Development Bank. He is also a former deputy minister for international affairs at Brazil's Ministry of Finance and a former professor of economics at University of São Paulo and University of Campinas, Brazil.



### THIAGO ARAGAO

**Director of Strategy at Arko Advice**

Thiago is the director of strategy at Arko Advice. He has given presentations about the Brazilian and Latin American political environment in over a dozen countries and universities in the United States, Canada, Europe, and China. A specialist in political risk analysis and political network analysis, through his work he has advised over 100 companies, rating agencies and investment funds from Brazil and abroad. He is a research associate at the Institut de Relations Internationales et Strategiques (France) and presenter of the Geopolitics youtube channel in Portuguese, "Geopolitica: A Proxima Jogada". Thiago is an alum of the Johns Hopkins School of Advanced International Studies and currently sits on the board of Fight Cancer Global Organization.

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### JOHN WELCH

#### ***Executive Director at Brazilian-American Chamber of Commerce***

John H. Welch is Managing Director and Chief Economist-Latin America for HSBC. Dr. Welch's primary responsibilities entail covering sovereign and macroeconomic research for Latin American, with special emphasis on Brazil. To that end, he is responsible for developing and delivering views with HSBC's economic teams in Argentina and Mexico. Prior to joining HSBC, he was Managing Director and Chief EM Strategist at CIBC and before that with Macquarie Capital, Chief Economist for Itaú-Unibanco's International Wealth Management and Chief Economist for Banco Itaú S.A. He is a former Senior Managing Director and Head of Latin America Research at Bear Stearns. Prior to joining Bear Stearns, Dr. Welch was Senior Vice President, Sovereign Strategy at Lehman Brothers, chief economist for Latin America and Head of Latin American Fixed Income Research at West LB AG. He held the same position at Barclays Capital BNP Paribas, and Lehman Brothers. Before that, Welch served as senior economist with the Federal Reserve Bank of Dallas and was an assistant professor at University of Texas, Austin, University of North Texas, and Oakland University. Dr. Welch has also published extensively in professional journals and edited books in addition to his own book entitled: Capital Markets in the Development Process: The Case of Brazil (University of Pittsburgh Press, 1993). Dr. Welch earned his Ph.D. in economics at the University of Illinois and his AB in economics from Columbia University.



### ANA CAROLINA PASSOS

#### ***Partner at Cescon Barrieu***

Ana Carolina is a partner in the areas of Corporate Law and Governance, Mergers and Acquisitions and Private Equity. She represents foreign and domestic clients and publicly-held companies in local and cross-border Mergers and Acquisitions transactions, sales of assets, joint ventures and other corporate involving various segments of the economy.

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### **AMBASSADOR JENNIFER MAY**

#### ***Ambassador of Canada to Brazil***

Ambassador Jennifer May joined Global Affairs Canada in 1990 following Master's studies in International Relations at the University of Vienna, Austria. She arrived in Brasilia in August 2019 following 4 years as Deputy Head of Mission at the Embassy of Canada to Germany, in Berlin. At Headquarters, her assignments have focused on Europe and security issues, serving as Executive Director of Defense and Relations, Director of Eastern Europe and Eurasia Relations and in various positions in the Directorates of Southern and Northern Europe Relations. Abroad, she has served in Bonn, Hong Kong, Beijing, Vienna, and Bangkok, and most recently in Berlin. She is accompanied in Brasilia by her husband Markus Streibel and two teenage children; her oldest son is currently studying at university in Vienna.



### **FREDERICO MARQUES**

#### ***Head North America at Cescon Barrieu***

Frederico Marques is a partner at Cescon Barrieu in the areas of Corporate Law, Capital Markets and Mining Law. His practice is focused on international transactions, advising clients on joint ventures, financings and public and private mergers and acquisitions. Mr. Marques is highly experienced in cross-border transactions and commercial agreements, with a strong focus in the natural resources sector and mandates involving Latin America. His extensive experience in structuring, negotiating and implementing international transactions includes international projects located in the Americas, Africa and Asia. He is recognized as one of the leading professionals in Mining in Chambers Global and Chambers Latin America.

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### ELISE RACICOT

#### **Senior Trade Commissioner, Global Affairs Canada**

Experienced Foreign Service Officer and Trade Commissioner with a demonstrated history of working in government administration and diplomacy. Strong personal, professional and Analytical Skills including Leadership and Communication, Values and Ethics, Innovation and Collaboration, Delivering Results, Advice to Senior Management, Public Policy and Program Design, International Relations and Trade Development, Administration of Programs for Economic & Export Development Support, Intergovernmental and International Relations, Business Planning and Financing, Operations and HR Management, Culture and Change Management, Corporate Social Responsibility, International Financial Institutions and Multilateral Development Banks, Climate Change/Carbon finance.



### ROBERTO HADDAD

#### **Partner, Private Equity & Venture Capital at KPMG Brasil**

Roberto Haddad is a lead partner in Private Equity and the French Desk practice at KPMG. With over 26 years of experience in tax consultancy for national and international clients, including complex and sophisticated group reorganizations, tax planning, tax and labor diligence, tax structure for acquisition and sale transactions, as well as general tax consultancy services. In recent years, he has worked on international tax projects and mergers and acquisitions. As a partner in the Tax area, he is responsible for serving international clients starting operations in Brazil, either through organic growth or through the acquisition of existing companies, including entry and exit tax strategies.

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### **DANIELLA TAVARES**

#### ***Legal Director at Vela Software***

Daniella has more than 20 years of experience in M&A transactions and other corporate matters. Her experience includes M&A for tech companies on various industries as well as private equity and venture capital. She was a partner in some of the largest law firms in Brazil and also worked for 4 years on Orrick, Herrington & Sutcliffe LLP in New York. Daniella has a Bachelor of Laws at Pontificia Universidade Catolica do Rio de Janeiro (PUC ) and has a LACCA Approved for M&A and corporate Law.



### **CAROLINA ALBERNAZ**

#### ***CEO at the BCCC***

Carolina is an international business specialist with over 20 years' experience in business strategy, market intelligence analysis, international business development, event management and client services. Fluent in Portuguese, English and German, Carolina has a long history with the BCCC, beginning as a volunteer in 2013 and most recently holding the role of Director of Operations and Business Development. Her accomplishments to date include increasing revenue by 35%, streamlining operations and growing membership.

Her history before the BCCC includes nearly a decade as an international trade professional at MSC and Hamburg Süd, and before that roles in Rhodia Brasil and Citibank. Her education includes such important institutions as Fundação Getúlio Vargas and degrees from Fundação Armando Alvares Penteado (FAAP) and Deutsche Berufsschule am Colegio Humboldt São Paulo.

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### **GUSTAVO ZENTNER**

#### ***President at Interpoc and Chair of BCCC Manitoba Chapter***

Gustavo Zentner is the President of InterPOC Inc. (International Point of Commerce). He is responsible for all strategic business plans and corporate objectives designed for InterPOC Inc.'s clients and associates.

Mr. Zentner, on behalf of InterPOC, represents Mexican companies and entities in Canada, and is former Director of the NASCO Secretariat, Province of Manitoba. He assisted with industry and governments in consultations with Mexico, United States, and Canada. Previously, he worked with the government of Manitoba to enhance trade and business relations with Mexico.

Gustavo has worked in Mexico, Brazil, Argentina, and Israel, and communicates fluently in four languages. While working abroad in several industries, he has assisted clients to set up successful dealer/agent relations and has provided support on both legal and financial aspects of international trade. Additionally, he has facilitated the development of business and marketing plans for companies in the private sector of MERCOSUR (Southern Common Markets, Brazil, Argentina, Paraguay, Uruguay, and Chile).

Specialties: International trade consulting and management. Business development and exports of products and services. Representation of companies and foreign products. Excellent networks of contacts and associates throughout Latin America. Business leader in the Foreign Direct Investment sector. Enabler and master of manufacturing practices and global technologies.

The Federal Government of Brazil appointed Gustavo as Honorary Consul of Brazil. His main responsibilities are to promote international trade, investment, culture, tourism, and bi-lateral relations between Brazil and Canada.



### **ARNON MELO**

#### ***President at MELLOHAWK Logistics Inc.***

Originally from Taquaritiba, Brazil, MELLOHAWK Logistics President Arnon C. Melo is a graduate of Ibero-Americana University in Sao Paulo, and a graduate of the International Business Programme at Seneca College, Toronto. He immigrated to Canada in 1990 and founded MELLOHAWK Logistics in 2002. MELLOHAWK Logistics is truly an immigrant success story with all but one of its staff being new immigrants themselves. Arnon believes that international backgrounds and experience have been instrumental to MELLOHAWK's success. Arnon believes that his investment in people all over the world is the best way to succeed in business. Arnon is a two-time elected member of the Brazilian Citizenship Council of Ontario (CONCID) and part of the Professional Advisory Committee for Seneca College and a member of the National Board of Directors for the Canadian International Freight Forwarders Association (CIFFA).

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### **PETER HAWKINS**

#### ***Managing Director at MELLOHAWK Logistics***

Peter Hawkins is Managing Director of MELLOHAWK Logistics and Co-Chair of the Brazil Canada Chamber of Commerce (BCCC). A graduate of Dalhousie University, he is Chair of the Professional Advisory Committee - International Business Program, Sheridan College and sits on the Board of the Centre for Global Enterprise for the Schulich School of Business. He is the winner of the Mississauga Board of Trade (MBOT) Business Person of the Year (2018), the CGLCC Exporter of the Year (2019) and Access Employment Walk of Fame (2020).



### **LUIS RAMOS**

#### ***Director Market Research and Business Development at DACOLOR Canada***

Luis has built a solid career in sales with over ten years in management positions in large and medium consumer goods and ITC companies. He has a background in managing Sales, Marketing, and Trade Marketing teams to support the leading retail and wholesale customers throughout Brazil and South America. Luis is an expert in collaborating and implementing Business Plans, Strategic Plans, and Communication Plans and consistently preparing and controlling P&L, Sales Forecasts, and Budgets for the sales teams managed. In addition, he has broad experience in restructuring the sales team with a focus on growing results, customer service excellence, full coverage of the geographic area, and managing the different channels. Luis has solid skills in negotiating with large retail stores and important national and international distributors, introducing new categories of products and new brands in markets and sales channels not previously explored.

Expertise: Channel management; Personal Peripherals devices' market; Network device's market; consumer goods markets; IT market; win-win negotiation and long terms deals; business with the retail channel; business with wholesales channels; business with specialized IT distributors; commercial team management focused in results and goals; trade marketing tools; budget management and training sales team.

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### PHILIPPE JEFFREY

#### *Head of Canadian Desk at FCR Law*

Philippe Jeffrey is a foreign legal consultant (FLC) originally from Canada and a former PwC Tax Partner. He has 20 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), along with technical expertise in:

- \* Planning for regional (LatAm) and global structuring (tax treaty, profit repatriation strategies, etc.)
- \* Inbound and outbound international acquisitions and dispositions
- \* Corporate restructuring
- \* Transfer pricing review/optimization (Brazil / OECD Model)
- \* Domestic indirect taxes/customs optimization (Supply chain review)
- \* Individual international tax planning (family offices)

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 and tax services to Canadian companies doing business in Brazil.



### EDUARDO FLEURY

#### *Partner at FCR Law*

Eduardo Fleury is the founder of FCR Law. He advises national and international clients on a range of tax and business law issues with a strong focus on complex taxation transactions. Eduardo is also the head of the firm's tax practice. Fleury has a Master's Degree and is currently concluding his S.J.D. in International Taxation at the University of Florida. He is also a Specialist in Business Law at Harvard Extension School and in Corporate International Tax Planning at Leiden University (Netherlands).

Eduardo worked as a fiscal agent at the São Paulo State Revenue Service while also lecturing at FAZESP (Treasury School of São Paulo). He also worked at the Brazilian Federal Revenue Service and delivered seminars to tax auditors at ESAF, the Training School of the Ministry of Finance.

Besides the tax consultant role, Eduardo is engaged in teaching activities and was invited to conduct the subject "Tax Strategy" at the master's in management at Fundação Getúlio Vargas (F.G.V.).

Lately, Fleury provided tax consulting services to the World Bank Group regarding consumption taxes in Brazil and was invited to speak at tax seminars and conferences. His articles in tax law are regularly published by the Brazilian press.

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### FABIO FERREIRA KUJAWSKI

#### *Partner at Mattos Filho*

Fabio's practice focuses on technology, data protection, telecom, intellectual property, media and entertainment, with expertise in transactional and regulatory matters affecting these industries. He advises companies on a wide-range of corporate matters, domestic and cross-border. He is the co-author and editor of the book "Legal Trends in Technology and Intellectual Property in Brazil" (2014). He is an officer of the Brazilian Association of Information Technology and Telecommunications Law (ABDTIC). Fabio is a Bachelor of Laws, Pontifícia Universidade Católica de São Paulo and has a Master of Laws in International Economic Relations, Pontifícia Universidade Católica de São Paulo.



### JOSÉ GUILHERME BERMAN

#### *Partner at BMA Law*

José Guilherme Berman is a partner in BMA's Regulatory Enforcement and Infrastructure and Regulatory & Government Affairs practice areas. He has solid experience in individual and collective actions involving various areas of public law, such as public bidding procedures, electric energy, oil and natural gas, price regulation, environmental law, administrative misconduct, anticorruption law, and expropriations. He represents clients both at the administrative level (budget oversight tribunals, the federal Controller-General's Office, and regulatory agencies) and before the courts.



### ALICE KASZNAR

#### *Human Rights and ESG Expert at Proactiva Results*

Alice has experience working in Brazilian law firms, advising clients in regulatory and corporate private law, and as a consultant on issues related to human rights law and sustainable development. As a researcher, she has focused on Indigenous peoples' rights, land rights, and extractive industries and she is currently a member of the Global Pandemic Network, researching the human right to a healthy environment. She has also worked with international organizations in these fields, such as the Raoul Wallenberg Institute of Human Rights Law and Humanitarian Affairs, in Sweden, USAID in Mozambique, and WBCSD in Switzerland.

Alice holds a bachelor's degree in law from Universidade do Estado do Rio de Janeiro (UERJ) and masters' degree in Anthropology from Universidade Federal Fluminense (UFF) and in Sustainability Science from Lund University; she has also studied European Law at Université de Poitiers and human rights and SDGs at the Geneva Academy of International Humanitarian Law.

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