

# CANADA



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## **Canada Trade Mission to Italy** 28<sup>th</sup> – 30<sup>th</sup> May 2017

### **CANADIAN DELEGATION PROFILES**



Government of Canada  
Trade Commissioner Service

Gouvernement du Canada  
Service des délégués commerciaux

Canada

# AEROSPACE

## EBCO Industries Ltd and Advanced Cyclotron Systems Inc.

### Participant(s) Info

**Richard Eppich**

Chief Executive Officer and President

**Vincenza Eppich**

Assistant to Richard Eppich

### Sector

Aerospace and defence

### Objectives

Exposure to new business prospects and export/import of products. EBCO offers the opportunity to be a bridge for European companies to do trade with United States. OEMs and tier-one manufacturers/suppliers operating in the Aerospace and Defence; Mining and Aggregates; Pulp, Paper and Forestry; Power and Hydro Generation; Nuclear; Medical (hospitals and medical institutions); Marine and Offshore; and Oil, Gas and Petrochemical sectors. Resellers, industry representatives/agents and distributors that operate and are specialised in the aforementioned sectors in which EBCO operates.

### Company Profile

Serving a variety of industries (Mining & Aggregates; Pulp, Paper & Forestry; Power & Hydro Generation; Aerospace, Defense & Nuclear; Marine & Offshore; and Oil, Gas & Petrochemical), EBCO's strengths encompass the complete spectrum of manufacturing, from heavy metal fabrication, heavy machining, and turnkey assembly, to light precision fabrication and precision sheet metal fabrication. EBCO is an experienced exporter currently doing business in Italy, but interested in expanding its network. EBCO has been a supplier to the aerospace and defense industry for over 40 years. Advanced Cyclotron Systems, Inc. (ACSI), an EBCO company, is a world leader in the design and manufacturing of cyclotron equipment, including PET and SPECT radioisotope production cyclotrons. EBCO manufactures and supplies complete systems for radioisotope and radiocompound production. EBCO has had success in selling cyclotrons to the medical community in Italy, including Gemelli Hospital.

## Emergco Aerospace

### Participant(s) Info

**George Zilahi**

General Manager

[www.emergco.com](http://www.emergco.com)

### Sector

Aerospace and defence (Helicopter speciality operational role equipment)

### Objectives

Formalize a collaboration agreement with Italian companies for design, certification and manufacturing services. Seeking Italian companies that produce speciality equipment and that may complement product lines that Emergco

can market and sell into Canada. Connect with primary rotorcraft OEM based in Italy. Build on existing relationships and exposure to new business prospects with SMEs that are involved in aeronautical equipment development. Establish contacts with Leonardo Group, Helicopter Division, OEM of civil and military rotorcraft.

## Company Profile

Emergco was founded in 1994 and is a world leader in innovative techniques and equipment for human external cargo (HEC) load operations for light to medium sized category helicopters. Emergco holds a number of Transport Canada Civil Aviation–issued Supplementary Type Certificates (STCs) for aerial human external cargo products. Products and/or services include: Helicopter external load and speciality operational role equipment that Emergco designs, certifies and manufactures.

## Groupe Hypertec / CIARA technologies

### Participant(s) Info

**André Lamarre**

First Vice President

[www.hypertec.com](http://www.hypertec.com)

### Sector

Aerospace and defence, information and communications technologies (ICT), Ciara creates (R&D) and manufactures cutting-edge technology products catering to the Aerospace, automotive and financial industries.

### Objectives

Finding joint venture partner(s); build on existing relationships; finding investment opportunities; exposure to new business prospects; and, immediate export sales. CIARA intends to use this opportunity to meet with potential resellers and clients in the aerospace and automotive sectors to open new markets for our Canadian built high performance IT products. Experienced exporter currently doing business in Italy, but interested in expanding its network. Hypertec would like to identify new customers and re-sellers in the aerospace, automotive and finance industries to develop business relationships.

Targets for meetings include:

The engineering and design teams of Italian OEMs and tier-one systems and parts manufacturers operating in the aerospace and automotive sectors, eg. all divisions of Leonardo Company (Aircraft and Helicopter etc.), Piaggio Aircraft Industries, FIAT-Chrysler, IVECO (CNH), Ferrari, Lamborghini, Maserati, Ducati, Honda Motorcycles. Engineers and IT teams at Italian banks (eg. Unicredit, Intesa Sanpaolo), HFT (High Frequency Trading) firms and IT companies that supply the financial sector with software systems for trading. Resellers, industry representatives/agents and distributors that operate and are specialised in the aerospace, automotive, software and financial sectors. The members of Confindustria federations that are involved in the aerospace (AIAD), automotive (ANFIA) and ICT (ANIT) sectors.

### Company Profile

CIARA is a world leader in the field of information technology, data centres and security. Its global presence includes two manufacturing facilities in North America, offices across North America, Europe and Asia, as well as distribution networks in more than 80 countries. CIARA provides products and services to over 3,500 clients worldwide, ranging from SME's to Fortune 500 corporations. The sectors serviced include automotive, aerospace, engineering, online content delivery providers, finance, defense and military. Aerospace/automotive: Hypertec produces high performance computers and servers that increase the speed of software that aerospace sector manufacturing companies use. This increases and enhances the productivity of engineers and designers while helping to reduce time to go to market strategies. Hypertec already provides Ferrari with hardware and Hypertec

has helped Ferrari set up cloud infrastructure and a data centre so that their teams can work better in a virtualization environment.

Financial sector: Hypertec's core capability and strength is in High Frequency Trading (HFT). Hypertec provides the hardware (HFT servers) that will optimize the various software that banks and trading firms use and which in turn will enable faster processing and calculation, ultra-low latency and reduce jitters in their systems. Hypertec targets clients such as banks and trading firms who need milliseconds when purchasing stocks.

CIARA has created the world's fastest, most energy efficient high frequency work-stations and servers at affordable prices, with no compromise on quality or technology for the automotive and aerospace sectors, who use them to design, simulate and perform virtual testing of mechanical parts. CIARA's cutting-edge workstations, servers and tools have been designed and optimized to increase productivity, reduce costs and improve overall quality of engineered products to support the work of engineers and designers who use resource intensive CAD and simulation software.

CIARA has worked over the past 5 years with some of Italy's top performance car manufacturers. We have provided them with datacenter, rack mounted, high performance servers and workstations designed for their engineering and designers teams. Compared to IT solutions they were using in the past, we were able to assist them in reducing their daily workload by at least 30%, while also reducing file access and computing times by over 50%. We have also assisted them in creating their new mobile IT environment for their racing team.

## Vancouver Airport Authority - Innovative Travel Solutions

### Participant(s) Info

**Christopher Gilliland**

Manager, Innovative Travel Solutions

[www.yvr.ca/inv](http://www.yvr.ca/inv)

### Sector

Aerospace and defense, information and communications technologies (ICT)

### Objectives

Build on existing relationships and exposure to new business prospects.

VAA-ITS's priority markets is self-service border control solution in Italy. VAA-ITS has received high interest in their product from the Italian government, airports in Milan and Rome and from the seaport in Venice. VAA-ITS see the mission as an opportunity to re-engage with all stakeholders and to seek out additional airports and seaports interested in their technology. Targeted meetings: Italian or Italy-based airline companies; airport management authorities; ENAV (Ente Nazionale Assistenza al Volo) and ENAC (Ente Nazionale Aviazione Civile).

### Company Profile

VAA-ITS invented BorderXpress self-service border control solution and are the largest provider in the world of non-registered self-service border solutions with more than 1,200 kiosks operating in major international airports in Canada, the US, the Caribbean and the Pacific. BorderXpress is the world's first kiosk-based self-service border control solution, designed to reduce wait times for all travellers. Their solution accepts all passports, without any fees or prior registration requirements, to expedite processing and reduce border wait times by up to 50%. BorderXpress automates the administrative functions of border control with two simple steps and with quicker processing time and higher throughput, airports require 50% less space for queuing.

# AGRIFOOD

## BioNeutra North America Inc.

### Participant(s) Info

**Barry Charnay**

Senior Vice President Business Development

[www.bioneutra.ca](http://www.bioneutra.ca)

### Sector

Agri-food (Fiber, sweetener and prebiotic products for food, beverage and supplement applications)

### Objectives

Build on existing relationships; exposure to new business prospects; and immediate export sales. BioNeutra are currently close to completing building a manufacturing facility in Edmonton Alberta and want to make use of the CETA platform. New business prospects need to be identified and expanded given our applications in food products categories. The weight loss markets and bakery/nutrition bar markets are the current leading market applications. Some progress has started in dairy applications in Canada, USA, UK, and the EU. BioNeutra's goal is to export their expanded range of VitaFiber products for food and beverage manufacturers. The key area being to assist in reducing sugar while providing fiber benefits. A key goal is market insight to assess product development with food and beverage manufacturers.

### Company Profile

VitaFiber is our branded isomalto-oligosaccharide range of products. The key attributes and benefits include: a natural reduced calorie sweetener; a natural soluble prebiotic dietary fiber. VitaFiber provides functional benefits of mouth feel and soluble fiber for digestive health, weight management, children's nutrition, and gluten free diets. Our aim is to contact B2B manufacturers to enable reduced calorie diets with fiber functionality. VitaFiber products are all-natural, organic certified, GMO-free, non-allergenic, halal and kosher branded food ingredient produced from non-GMO corn and from tapioca starch supply crop sources. VitaFiber's key attributes and benefits include: a natural reduced calorie sweetener; a natural soluble prebiotic dietary fiber.

## Canadian Food Exporters Association

### Participant(s) Info

**Susan Powell**

President & Chief Executive Officer

[www.cfea.com](http://www.cfea.com)

### Sector

Agri-food

### Objectives

To assess the market for their members and meet potential distributors, sales representatives and agents who would be open to doing business with Canadian companies. To gain exposure to new business prospects and to learn more about opportunities in the Italian market as a result of CETA coming into force.

## Company Profile

The Canadian Food Exporters Association is a not-for-profit industry association dedicated to enhancing Canadian food, beverage and ingredient exports. Their mandate is to increase the profitable export sales of their members' products, increase the number of small-to-medium sized processors and manufacturers exporting and to raise the international profile of Canadian food, beverage and ingredient products. Their members offer a wide range of products such as bakery items, snack foods, specialty foods, prepared foods, confectionery items, alcohol and non-alcohol beverages, meat products, spices, flavours and enhancers and pulses.

## Hero Certified Burgers

### Participant(s) Info

**John K. Lettieri**

President and Chief Executive Officer

**Luca Lettieri**

[www.heroburgers.com](http://www.heroburgers.com)

### Sector

Agri-food

### Objectives

Build on existing relationships; find joint venture partners and gain exposure to new business prospects. Find franchise partners for the introduction of Hero Burgers into the Italian market and partners to develop a cheese factory in Canada to produce specialty Italian cheeses that do not presently exist in Canada.

## Company Profile

Hero Certified Burgers is a franchise model that specializes in 100% Canadian Angus beef, with full traceability, raised without hormones and antibiotics, all free range beef. 98% of their products are Canadian produced, with a good portion Free of GMO's.

## Italian Centre Shop Ltd.

### Participant(s) Info

**Teresa Spinelli**

President

[www.italiancentre.ca](http://www.italiancentre.ca)

### Sector

Agri-food (Specialty Grocery- best known European products. Plum tomatoes, olive oil, coffee, pasta etc.. Deli Meats & Cheeses)

### Objectives

Build on existing relationships; finding investment opportunities; and exposure to new business clients; product testing and market research. Seeking new and trendy food products for the Canadian market. Already has Italian suppliers and would like to expand these.

## Company Profile

Company has been in business for over 50 years and today has 4 delicatessen stores with 509 employees in Alberta where they carry over 100 different types of meats and 100 different type of cheeses. The company proposes itself

as a cultural experience, a gathering place where they offer the best known European products that aim to exceed their customers' expectations, delighting them with family memories of home. The company is a passionate trend-setter that listens to its customers and is attentive to local and world markets. The company already imports directly from Italy pasta and canned plum tomatoes.

## Importations Mini Italia

### Participant(s) Info

**Patricia Occhiuto, CPA, CA**

Co-President

[www.miniitalia.ca](http://www.miniitalia.ca)

### Sector

Agri-Food

### Objectives

Build on existing relationships; finding investment opportunities; and exposure to new business prospects. The main objectives for this trade mission are to identify suppliers, investment opportunities and partnerships with Italian producers to vertically integrate their existing business and increase business opportunities. Priority sector focus is on cheese and dairy products.

### Company Profile

Importations Mini Italia is an Italian specialty food importer and distributor with 3 offices across Canada (Montréal, Toronto and Calgary). Their clientele is in all food sectors from retailers to distributors to the food service industry and is from all corners of the country. The company has been in business since 1980 importing specialty products ranging from pasta, to cheeses, charcuteries, oils, marinated vegetables to cookies. The company has been doing business with Italy since 1980 in the agri-food sector.

## Institut de tourisme et d'hôtellerie du Québec

### Participant(s) Info

**Liza Frulla**

General Manager

**Paul Caccia**

Associate General Manager, Communication & Affairs Development

[www.ithq.qc.ca](http://www.ithq.qc.ca)

### Sector

Agri-food

### Objectives

Build on existing relationships; exposure to new business prospects; meetings with companies in tourism, hotel and restauration sector; and partnerships with Italian hotel management schools.

### Company Profile

Established in 1968, l'Institut de tourisme et d'hôtellerie du Québec (ITHQ) provides professional training, at secondary school, college and university level, in hotel management, restauration and tourism. The l'Institut has adopted an innovative approach to training through applied research in the field and through close collaboration with industry.

## Gattuso Inc.

### Participant(s) Info

**M. Frédéric Gattuso**

[www.gattuso.ca](http://www.gattuso.ca)

### Sector

Agri-food

### Objectives

Develop channels to export cheeses, and other specialised food products, from several provinces in Canada to Italy. Part of a consortium for sales and marketing in the food sector.

### Company Profile

Gattuso was founded in 1936 and operates in the agrifood sector as an importer and distributor of cheeses and other specialty food products. Gattuso has long term experience in importing Italian cheeses to Canada.

## Golden Ontario Products

### Participant(s) Info

**Nancy Kingsley**

CEO

**Patrizio Donato**

President

[www.donatointernational.com](http://www.donatointernational.com)

### Sector

Agri-food - meat industry - beef, pork, venison, bison, and lamb

### Objectives

Previous experience in Italy was in the automotive and wine sector. Company is seeking contacts in Italy that focus on importing niche products in the meat industry and they would like to engage primarily with Italian agents and distributors that are specialised in the field of hospitality and food service.

### Company Profile

Golden Ontario Products is a federally licenced abattoir located in Mount forest Ontario. The company is approved to process beef, bison, venison and lamb and co-packs for major retail chains. Their boutique line features a 45 day dry age programme for beef, as well as specializing in high-end niche cuts and products under the Donato International label which services the hospitality and food service industry. The company has export licenses for the USA, Vietnam, Hong Kong and Mexico. The company has been engaged in trading into China and in exporting activities with Italy in the past.

## Lady York Foods

### Participant(s) Info

**Gabriele Torchetti**

President

[www.ladyorkfoods.com](http://www.ladyorkfoods.com)



## Sector

Agri-food

## Objectives

To study and explore the effects that CETA will have on their business, the types of products purchased from Italian producers and possible effects on the cost of these products. To meet with Italian food producers and distributors.

## Company Profile

The company specializes in selling products purchased from Italian Agricultural producers. These products include: olive oil, peaches, etc. The company operates as a business partner to Italian companies. Although they sell a large amount of imported products (from other distributors) from Italy, Lady York Foods recently began building its own relationships with producers in Italy. Their initial relationship was with olive oil producers, which has led to the development of two new private label brands of olive oil.

## Nella Cutlery & Food Equipment Inc

### Participant(s) Info

**Robert Nella**

Owner

[www.nellacutlery.ca](http://www.nellacutlery.ca)

## Sector

Other – Food / restaurant equipment

## Objectives

Finding a sales representative, distributor, agent, joint venture partner(s); product testing and market research; build on existing relationships; finding investment opportunities; immediate export sales. The goal for the trip is to promote their Food Service Equipment and build relationships in the local market for potential investment opportunities. The main objective for the mission is to assess the market for potential investment opportunities and contacts within the Food Service industry.

## Company Profile

Nella Cutlery is a family owned business that offers an immense selection of affordable brand name professional restaurant equipment. Established in 1952, Nella Cutlery provides integrity and experience along with great value on an extensive selection of brand name professional culinary products. Along with offering thousands of professional food equipment and supplies, their experienced professionals also provide a number of quality services, including professional installation, custom fabrication, and knife sharpening services. Food Service Equipment and building relationships in the local market for potential investment

## The Varone Group Inc.

### Participant(s) Info

**Toni Varone**

[thewinehouseagency.weebly.com](http://thewinehouseagency.weebly.com)

## Sector

Wine

## Objectives

Build on existing relationships. The company currently represents Italian wine producers in Canada and wishes to also introduce high quality Canadian wines for distribution in the Italian market. This is a fact-finding trip for the company.

## Company Profile

The company imports Italian and Californian wines with a view to expanding its business to the export of Canadian wines in the Italian market.

## Willow Park Wines & Spirits

### Participant(s) Info

**Peggy Perry**

Vice President, Purchasing & Marketing

[www.willparkwines.com](http://www.willparkwines.com)

### Sector

Agri-food

## Objectives

Finding joint venture partner(s); product testing and market research; finding investment opportunities; exposure to new business prospects; and immediate export sales. The company is interested in growing its internet division and needs partners in market. The company is looking for new investment opportunities both in and out of the beverage alcohol business.

## Company Profile

The company is primarily seeking new products and to establish relationships with people who would like to have spirited beverages featured in the Canadian market. Company imports wine and spirit products to Alberta and Saskatchewan for both wholesale and retail operations. The company is Canada's largest privately-owned liquor store with the most comprehensive wine, beer and spirits education programme in the country. Italian wines are the second and/or third most important category in their stores. The company has been purchasing Italian alcohol beverage products for over 30 years and has visited Italy many times, attending trade events and visiting wine and spirit companies.

## Barrel Hunter Import and Brokerage LTD

### Participant(s) Info

**Lee Hanson**

President

[www.barrelhunter.com](http://www.barrelhunter.com)

### Sector

Agri-food

Wine and Spirits

## Objectives

Product testing / market research; build on existing relationships; finding investment opportunities; and exposure to new business prospects. Company is seeking new wineries and distilleries from whom to import and distribute

products across Western Canada. Currently looking for wines from Calabria and Veneto, while entertaining new relationships from Tuscany and Trentino Alto Adige.

### Company Profile

Barrel Hunter's mission is to import outstanding products to Western Canada from small wineries and distilleries all over the world. Their suppliers have enjoyed open communication and timely business practises that come from over 20 years of experience as an importer and wine educator. The company has 4 Italian suppliers and would like to enhance its offer of high quality Italian wines.

## La Coop Federee

### Participant(s) Info

**Gino Becerra**

Managing Director, Grain Sector Agribusiness Division

<http://web.lacoop.coop/fr/>

### Sector

Agri-food (vertically integrated company in the agribusiness sector from crop production to meat packing and distribution)

### Objectives

Finding a sales representative; distributor; agent; joint venture partner; exposure to new business prospects and immediate export sales of grains, cereals and oilseeds. Soybeans are a specific oilseed that the company would like to target into the Italian market.

### Company Profile

La Coop Federee grows soybeans, corn and wheat and is one of the largest agro-industrial companies in Canada. The grain division, until 2 years ago, was mostly a domestic operation feeding traditional exporting companies in Canada. The company's current strategic plan is to start exporting directly to targeted markets and over the course of the last year has successfully exported soybeans to Rotterdam and Hamburg, corn into Ireland and Spain and wheat into Mexico. The company is the largest handler of nongmo soybeans into Europe.

# EDUCATION

## Centennial College

### Participant(s) Info

**Andrew Petrou,**

Director, Strategic Initiatives and External Relations

[www.centennialcollege.ca](http://www.centennialcollege.ca)

### Sector

Aerospace and defence

Agri-food

Information and communications technologies (ICT)

### Objectives

Finding joint venture partners; product testing and market research; build on existing relationships; finding investment opportunities; and exposure to new business prospects.

### Company Profile

Over the past 50 years Centennial College has transformed from a local community college to a worldly institution with a presence in several emerging markets. Their core focus is on preparing graduates to enter the workforce, while offering students distinct ways to learn to be leaders. Downsview Campus is the new home of Centennial's aerospace technology programmes and is scheduled to open in Autumn 2018. The campus will anchor the Downsview Aerospace Innovation and Research (DAIR) Cluster which will work to maintain Canada's fifth-place ranking as an aerospace supplier to the world.

## Concordia University

### Participant(s) Info

**Alan Shepard**

President & Vice-Chancellor

**William Cheaib**

Associate Vice President, International

[www.concordia.ca](http://www.concordia.ca)

### Sector

Aerospace and defence

# FINANCIAL & LEGAL SERVICES

## Watson Goepel LLP

### Participant(s) Info

**Celso Boscarol**

QC Partner

[www.watsongoepel.com](http://www.watsongoepel.com)

### Sector

Agri-food, information and communications technologies (ICT)

### Objectives

Build and leveraging upon existing relationships and developing new ones with Italian professionals and SMEs while drawing their attention to the opportunities in Canada. Identification of investors for the Canadian market and export opportunities for Canadian goods and services into the Italian market.

### Company Profile

The company delivers legal services and strategic consultancy to Italian companies entering the Canadian market, as well as to Canadian companies seeking to develop export opportunities into Italy. The company has a strong knowledge of the Italian market, chamber of commerce network and business and industrial associations and legal system. CETA will enable them to assist Canadian firms wishing to penetrate Italian market. The company has already worked and been successful with investments by Italian and other EU member companies in Canada which has resulted in the establishment of businesses and joint ventures in Canada.

## Raymond Chabot Grant Thornton

### Participant(s) Info

**Emilio B. Imbriglio**

President & CEO

<http://www.rcgt.com/en/>

### Sector

Service provider (e.g. financial; legal)

### Objectives

Product testing and market research; build on existing relationships; finding investment opportunities; and exposure to new business prospects.

### Company Profile

Raymond Chabot Grant Thornton is a leader in the fields of assurance, auditing, taxation, consulting and recovery and reorganization services. The Firm owes its success to a team of more than 2,300 professionals, including some 200 partners who assist their clients to unlock their full potential for growth both locally and outside Canada. Raymond Chabot Grant Thornton is a member of Grant Thornton International Ltd, providing its clients with access to a solid global network of firms located throughout the world, including in Italy.

## Teralys Capital

### Participant(s) Info

**Cedric Bisson**

Partner

[www.teralyscapital.com](http://www.teralyscapital.com)

### Sector

Agri-food, information and communications technologies (ICT)

Sectors of interest include: - E-retailing / novel models of retailing - Fintech - Internet of things - Artificial intelligence - Life sciences (broadly defined including biotech)

### Objectives

Finding joint venture partner; build on existing relationships; finding investment opportunities; exposure to new business prospects; develop relationships with like-minded investors and co-investors; deepen networks in artificial intelligence, fintech, e-commerce, internet of things and life sciences broadly defined.

### Company Profile

Teralys Capital is Canada's largest innovation-focused investor, financing private funds in IT, life sciences and clean or industrial innovations, from early stage start-ups to expansion, growth and technology buy-outs. The firm has more than C\$1.6 billion under management across two venture capital funds of funds and two legacy portfolios of funds. They also co-invest directly alongside partner funds in later stage companies in Canada and abroad. Teralys also invests internationally in US and EU-domiciled initiatives, with a dual goal of financial returns and of raising the profile and networks of Canadian investors abroad. Teralys Capital ([www.teralyscapital.com](http://www.teralyscapital.com)) is Canada's largest innovation-focused investor, financing private funds in IT, life sciences, and clean or industrial innovations, from early stage start-ups to expansion, growth and technology buy-outs. During this mission, we intend to broaden our networks with co-investors, strategic partners and industrial partners in our core sectors: ICT, ag-tech and life sciences. Our funds have already invested or developed businesses in Italy and we intend to expand collaborations.

## SHRA - Strategic HR Asset

### Participant(s) Info

**Daniela Tixi**

Chief Executive Officer

**Carolyn Armstrong**

Vice President Business Development

[www.shrasset.com](http://www.shrasset.com)

### Sector

Agri-food, information and communications technologies (ICT)

### Objectives

Finding a sales representative, distributor, agent; finding joint venture partner(s); finding investment opportunities; exposure to new business prospects; and immediate export sales. SHRA objectives are the following: to seek channels of distribution for Canadian Food products; to assist Italian Companies in exporting to Canada; to assist Italian Companies interested in building their enterprise e-commerce strategy (partnering with ShopifyPlus); to promote and launch a Canadian Field and HR Training communication App created at MarsVenture, Toronto.

## Company Profile

Focusing on promoting business within the framework of CETA, the company's executive team provides Marketing, Sales (Retail, B2B, B2C), Distribution, HR, Financing and Legal strategic and operational assistance to help clients expanding their organization or product distribution regionally, locally or overseas, in any sector. Their Advisory Team is made up of Technology and Food Executive members with over 35 years of experience in companies like Campbell Soup, Canada Bread, Ferrero, Food Starter Food Hub, Pusateri's, MarsVenture, to name a few, collaborating with Chamber of Commerce, the Italian Trade Commission, various related Ministries.

SHRA consists of two divisions: BUSINESS ADVISORY DIVISION focusing on the CETA agreement, this Flex team of in-house and preferred partners provides companies with Marketing, Sales, Distribution, HR, Financing and Legal assistance to help clients expanding their organization or product distribution regionally, locally or overseas, in any sector, and, a HR OUTSOURCING DIVISION SHRA that offers full Human Resources range Strategy and support, SHRA offers a team of HR professionals who work with SMEs and large organizations.

# ICT

## Blackberry

### Participant(s) Info

**Diego Ghidini**

Sales Director, Italy

[www.blackberry.com](http://www.blackberry.com)

### Sector

Information and communications technologies (ICT)

### Objectives

Finding joint venture partner(s); exposure to new business prospects; and expanding business in Italy through new business partnerships and additional customers, on top of the existing installed base.

### Company Profile

A global leader in mobile communications, BlackBerry revolutionized the mobile industry when it was introduced in 1999. Today, BlackBerry aims to inspire the success of millions of customers around the world by continuously pushing the boundaries of mobile experiences. Founded in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Asia Pacific and Latin America. The company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. Security and cyber security services IoT Enterprise Mobility Management services Foreign subsidiary of a Canadian company. Experienced exporter currently doing business in Italy, but interested in expanding this network.

## Xahive inc.

### Participant(s) Info

**Sem Ponnambalam**

President and Co-founder

**David Mohajer**

Vice President and Co-founder

[www.xahive.com](http://www.xahive.com)

### Sector

ICT

### Objectives

Finding a sales representative; distributor; agent; joint venture partner(s); investment opportunities; and exposure to new business prospects and immediate export sales. The company would also like to meet with automotive industry players and key influencers and contacts in the legal, accounting and education areas. Meeting with the Confindustria federations involved in the ICT (ANIT) and cybersecurity sector and the Automotive industry (ANFIA). Resellers, industry representatives/agents and distributors that operate and are specialised in the ICT and cybersecurity sectors.



## Company Profile

Xahive is a cybersecurity company founded to fulfill the need to provide safe, secure cybersecurity solutions in the internet-based communications space. The company promotes Secure Communication Software. Recent speaking engagements in Cybersecurity Education include: the World Economic Forum, an FBI presentation on cybersecurity for SMEs with collaboration from Mastercard and Xahive, SBDC, WeConnect International, Ontario and Ottawa Chambers of Commerce, Ottawa Community Loan Fund (OCLF), Invest Ottawa, Carleton University Telfer School of Business, (Government of Canada) and the Federal Community of Regulators. Xahive offers a service that allows professionals to send real time messages, without compromising the confidentiality of their communications. The system is very similar to text messaging, with the size limits and functionality of an email system. This service is available on the web, Android and on iOS. The company also offers Cybersecurity Education for businesses looking to maintain an edge on cybersecurity education.

## MNUBO

### Participant(s) Info

**Massimiliano (Max) Lucchesi – Sr. Sales Manager, EMEA and Canada**

[www.mnubo.com](http://www.mnubo.com)

### Sector

ICT

### Objectives

Identifying a sales representative, distributor and/or agent.

### Company Profile

Mnubo is a Montréal-based start-up founded in 2012. It is a pioneer in the “Internet of Things”, providing software and services in data management and analytics. The company currently has 47 employees, mainly data scientists and data analysts. Mnubo serves customers in both the consumer and industrial markets. It is recognized by the industry as a major actor in the IoT space. Mnubo received the "Fast Growing Top 50" prize awarded by Deloitte and Touche and more recently was selected as the "Most Promising IoT Company" by the CIO review. Its customers include companies of all sizes, from SMEs to industry leaders such as SKF, the dormakaba Group, Weil McLain and ITSCOM.

# INFRASTRUCTURE

## Astaldi Canada inc.

### Participant(s) Info

**Emanuele Triassi, Vice Chair**

[www.astaldi.com](http://www.astaldi.com)

### Sector

Infrastructure & Construction

### Objectives

Expand growth and strength ties; build on existing relationships; finding investment opportunities; expanding its network of suppliers for projects that they can pursue from Canada to other countries using the Italian expertise that they have.

### Company Profile

Astaldi is a worldwide leader in infrastructure and construction and related project management. Astaldi recently acquired TEQ an important player for major construction projects worldwide. TEQ offers a complete range of services such as project manager, construction manager, general contractor and/or a construction costs consultant. With more than thirty years of experience in the construction of institutional, commercial, industrial and residential buildings, the company has become a fully multidisciplinary team, capable of intervening at all stages of a project from initial concept and planning to commissioning sophisticated systems.

## Borealis Infrastructure Inc.

### Participant(s) Info

**Tenio Evangelista**

Vice President, Government Relations

[www.omers.com](http://www.omers.com)

### Sector

Financial Services (Infrastructure)

### Objectives

Build on existing relationships; find investment opportunities; explore potential investment in large-scale infrastructure projects; identify infrastructure investment opportunities.

### Company Profile

Borealis Infrastructure manages infrastructure investments for OMERS and is a world leader in developing infrastructure investing as an asset class for institutional investors. Borealis has a proven track record in identifying, investing and managing infrastructure investments around the world and has delivered solid returns. OMERS is the defined benefit pension plan for approximately 461,000 active, deferred and retired employees from nearly 1,000 municipalities, school boards, libraries, police and fire departments and other local agencies in communities across Ontario.

## BTY Group

### Participant(s) Info

**Omar Elshayal**

Business Development Director - EMEA

[www.bty.com](http://www.bty.com)

### Sector

Infrastructure & Construction, Transportation, Healthcare, Power, Sports Facilities

### Objectives

Build on existing relationships; exposure to new business prospects; and immediate export sales. Company would like to meet: investors or contractors that bid for PPP projects in Italy or globally for lenders technical advisors; developers of private hospitals to offer project delivery/cost, cost management services; and real estate developers to offer project delivery/cost management services. They would also like to meet local banks that finance major infrastructure projects.

### Company Profile

BTY specializes in supporting developers and owners plan, build and maintain major infrastructure projects. Their dedicated teams combine international expertise with deep local roots to manage every aspect of planning, design and construction and operations of the asset. They are renowned for their ability to work across borders to provide project management, cost and risk management, and technical due diligence for both traditional and Public-Private Partnership (P3) procurement models. Their professionals are construction and project finance experts who are leaders in their markets and trusted advisors to their clients.

# INSTITUTIONS/ASSOCIATIONS

## City of Toronto

### Participant(s) Info

**George Spezza**

Director Business Growth Services, Economic Development & Culture

[www.toronto.ca](http://www.toronto.ca)

### Sector

Government – Municipal

Aerospace and defence

Agri-food

Information and communications technologies (ICT)

### Objectives

Promote Toronto's interest in expanding trade and export development for SME's. Support Toronto based companies on the mission. Participate and provide overview of Toronto's International Trade objectives during the Minister's roundtable. Build on relationships with Global Affairs Canada in the Rome Embassy and Canadian Consulate in Milan and the Italian Chamber of Commerce of Ontario. Support the Federal Government mission to promote the benefits of the new Canada-European Comprehensive Economic and Trade Agreement (CETA) for Canadian/Toronto companies.

## Conseil Économique et Tourisme Haut-Richelieu

### Participant(s) Info

**Erica Zoia**

General Director

[www.haut-richelieu.qc.ca](http://www.haut-richelieu.qc.ca)

### Sector

Aerospace and defence

Agri-food

### Objectives

To promote the Région du Haut-Richelieu and consolidate its relationships in Italy.

### Company Profile

The Conseil Économique du Haut-Richelieu is an economic development agency whose mandate is to accompany and support companies in the Saint-Jean-sur-Richelieu region with the aim of enhancing their projects. The region is characterised by a strong presence of companies active in the defence, security, aerospace, transport and logistics sectors.

## Investissement Québec

### Participant(s) Info

**David Brulotte**

## Sector

Aerospace and defence  
Agri-food  
Information and communications technologies (ICT)

## Objectives

To promote Québec and consolidate its relationships in Italy.

## Company Profile

Investissement Québec is an investment attraction agency that aims to stimulate Québec's economy by encouraging business investment and job creation within the province. Investissement Québec administers financing programs, tax measures, and elaborates prospects for foreign investments.

## Fashion Design Council of Canada

### Participant(s) Info

**Robin Kay**  
President  
www.

## Sector

Fashion

## Objectives

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## Company Profile

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# SHOP OUTFITTING

## Maxxmar Window Fashions Participant(s) Info

**Norbert Marocco**

President

**Steven Marocco**

Vice President, Operations

**Monique Marocco**

[www.maxxmar.com](http://www.maxxmar.com)

### Sector

Other: Window coverings

### Objectives

Build on existing relationships and exposure to new business prospects

### Company Profile

Maxxmar Window Fashions is today's most innovative company on the market whose mission is to continually bring quality innovative products at the most affordable price. Norbert Marocco, who has been granted over 60 patents for window covering, and his team are dynamic and inventive and have brought to market revolutionary products such as: vinyl shutters, stock cut down machines, operable and workable specialty shapes, and the one piece multi sectional angle track, just to name a few products. The company promotes proprietary window covering solutions and proprietary revolutionary child safety solutions.

# TRANSPORTATION

## Inter-Transport Ltd.

### Participant(s) Info

**Tony Altomare**  
President

**Nello Altomare**  
[www.itlca.com](http://www.itlca.com)

### Sector

International Freight Forwarding and Logistics

### Objectives

Exposure to new business prospects

### Company Profile

For over 25 years, ITL-Inter-Transport has provided freight forwarding services to large and small businesses, across Canada and around the world. As specialists in freight forwarding and complete project management, they offer leading edge solutions in all sectors between Italy and Canada and beyond. Be it air, sea, rail or truck, ITL provides the network a wide range of convenient and flexible services to handle any commodity or size of shipment.