



1° EDITION

BRAZIL-CANADA AGRICULTURE FORUM

PRELIMINARY PROGRAM - SUBJECT TO CHANGE

WHEN: Session 1 - May 18th, 2021
Session 2 - May 25th, 2021
Session 3 - May 26th, 2021
Session 4 - June 2nd, 2021

Organized by



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



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INTRODUCTION

The **Brazil-Canada Chamber of Commerce (BCCC)** in partnership with the **Chamber of Commerce Brazil-Canada (CCBC)** and the support from **Global Affairs Canada through the Embassy of Canada in Brasilia** and the **Brazilian Ministry of Agriculture, Livestock and Supply** is pleased to announce the **1st Brazil-Canada Agriculture Forum**, that will take place virtually from **May 18th, 2021 until June 2nd, 2021**.

The event will bring an overview of the agriculture bilateral agenda and promote discussions and experience sharing through roundtables focused on Policy, Trade, Technology, ESG, and Investment Trends, and Opportunities.

Agriculture is a key driver of both Brazilian and Canadian economies, and essential for the post-Covid-19 pandemic recovery. Both countries are an international reference for the sector, attracting constant investment and developing innovative solutions in a variety of areas such as crops, livestock production, fair trade, and sustainable practice. Nonetheless, there are endless opportunities for business, investment, collaboration, and best-practices sharing.

Organized in four sessions, the event will discuss **Brazil-Canada Relations in Agriculture** from a government perspective, **Bilateral Trade Opportunities and Future Trends**, the **ecosystem for Brazilian and Canadian Ag-Techs**, and **Sustainable Agriculture and Biodiversity**.

This is a **must-attend event** for everyone interested in understanding the current trends and opportunities of the Brazilian and Canadian Agriculture Sectors.

We look forward to having your company participating in the **1st Brazil-Canada Agriculture Forum**.

Carolina Albernaz
Chief Executive Officer
BCCC

Paulo de Castro Reis
Chief Officer of Institutional Relations & Business Affairs
CCBC

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AGENDA

MAY 18th, 2021

SESSION 1 | BRAZIL-CANADA RELATIONS IN AGRICULTURE

2:00 PM | Opening Remarks

Daniel Ricica, Co-Chair of the Board of the Brazil-Canada Chamber of Commerce (BCCC) & Partner at KPMG Canada

Ronaldo Ramos, President and Chair of the Board at Camara de Comercio Brazil-Canada (CCBC)

2:10 PM | Keynote Speaker: Opportunities in the Brazilian Agriculture Sector

Introduced by Ambassador Pedro Borio, Ambassador of Brazil to Canada

The Honourable Tereza Cristina, Brazilian Minister of Agriculture, Live Stock and Supply

2:20 PM | Keynote Speaker: Opportunities in the Canadian Agriculture Sector

Introduced by Bonny Berger, Commercial & Economic Counsellor and Head of Commercial Section at the Embassy of Canada in Brasilia

REPRESENTATIVE, Ministry of Agriculture and Agri-food Canada

2:30 PM | Brazil-Canada Bilateral Relations in Agriculture and Market Access

Bonny Berger, Commercial and Economic Counsellor and Head of Commercial Section at the Embassy of Canada in Brasilia

Paulo Araujo, Agriculture Attache at the Embassy of Brazil in Ottawa

3:10 PM | Investment Success Stories in Agriculture

Andre Dias, Regional Leader LATAM at Nutrien

Wesley Batista Filho, President Americas at JBS Group

3:30 PM | Q&A Session

3:55 pM | Closing Remarks

Carolina Albernaz, CEO at BCCC

Paulo de Castro Reis, Chief Officer for Institutional Relations and Business Affairs at CCBC

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MAY 25th, 2021

SESSION 2 | BRAZIL-CANADA TRADE IN THE AGRI-SECTOR

1:30 PM | Opening Remarks

TBC

1:35 PM | Keynote Speech: Global Challenges for Bilateral Trade

Marcos Jank, Senior Professor of Global Agribusiness at INSPER

2:00 PM | Trends and Opportunities for Brazil-Canada Trade in Agriculture

Ligia Dutra, Head International Relations at CNA - Brazilian Confederation of Agriculture and Livestock
Agriculture Association Western Canada
Agriculture Association Eastern Canada

2:20 PM | Market Study: Untapped Opportunities & Future Trends

Andrea Mansano, Business Development Manager at CCBC

2:40 PM | Niche Opportunities Success Stories: Lessons Learned

Moderator: TBC

Marcelo Correa, CEO at Marcelo Correa Consulting

Flavio Ferreira, CEO at BR4 Trade Corporation

Representative, Clearwater Seafood

Sydney Bratt, General Manager Gourmand Alimentos

3:30 PM | How to Navigate Logistics Roadblocks and Manage Risks

Moderator: Arnon Melo, President at MELLOHAWK Logistics

A representative from Brazilian Logistics Operator / Freight Forwarder

Bruce Rodgers, Executive Director at CIFFA

Shannon Blanchard, Cargo Development Manager at Port Saint John

4:20 PM | Closing Remarks

Introduced by Peter Hawkins, Managing Director at MELLOHAWK Logistics and Co-Chair of the BCCC

The Honourable Margaret Johnson, Minister of Agriculture, Aquaculture and Fisheries of New Brunswick

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MAY 26th, 2021

SESSION 3 | AGRITECH: TRENDS & OPPORTUNITIES

1:30 PM | Opening Remarks

TBC

1:40 PM | The Role of Technology for the Future of Agriculture

Giovana Araujo, Partner, Agribusiness Market at KPMG Brasil

2:00 PM | MOU for Cooperation: Embrapa x Agriculture & Agri-food Canada

A representative at EMBRAPA (TBC)

A representative at Agriculture and Agri-food Canada (TBC)

2:20 PM | Funding Mechanisms for Brazilian-Canadian SME's Collaboration

Moderator: Marie-Helene Beland, Vice Consul and Trade Commissioner IST at the Consulate of Canada in Sao Paulo

Ronda Gosselin, Industrial Technology Advisor IRAP at NRC-National Research Council

Denise Neddermeyer, EMBRAPAII

A representative from FAPESP (TBC)

2:50 PM | Overview of the Brazilian Ecosystem for Agtechs

Moderator: Marco Ripolli, CEO at Agri-Rex

Otavio Celidono, Executive Director at Agrihub

Sergio Pascholati, Board Member at ESALQTEC

Ariadne Caballero, Partner at SPVentures

Karen Schuett, CEO and CO-Founder at LWR

3:40 PM | Overview of the Canadian Ecosystem for Agtechs

Moderator: Sylvain Ethier, Founder at Fabrique A

Marilou Cyr, Director at Zone Agtech

A representative from the University of Alberta (TBC)

Breno Rachid, Co-Founder at Alvaz Agri-tech

4:30 PM | Closing Remarks

Luiz Felipe Di Sessa, Partner at Cescon Barriau

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JUNE 2nd, 2021

SESSION 4 | SUSTAINABLE AGRICULTURE IN BRAZIL

2:00 PM | Opening Remarks | Sustainable Agriculture & Biodiversity: The Big Picture

Dulce Meldau Benke, Sustainable Director at Proactiva

2:15 PM | Brazilian Investment Program in Sustainable Agriculture

Brazilian Ministry of Agriculture, Livestock and Supply

2:30 PM | Global Challenges for Sustainable Agriculture

Moderator: Andrea Gardella, Principal Economist at Export Development Canada

Juliano Assuncao, Director at Climate Policy Initiative

Andre Guimaraes, Executive Director at IPAN, Instituto de Pesquisa Ambiental da Amazonia
A representative from IISD (TBC)

3:15 PM | Agriculture & Biodiversity: Success Stories

Moderator: Marcelo Britto, President at ABAG

A representative at Company 1

A representative at Company 2

Cocoa | Pedro Roca, Manager at Cocoa Action

Bertolini Acai | Paola Saad, President at Mandala Group

4:00 PM | Sustainable Practices in the Brazilian Paper & Pulp Industry

Brazilian Tree Institute

4:10 PM | Closing Remarks

Marcio Pereira, Partner, Environmental Law at BMA Law

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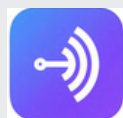
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