



CANADIAN GLOBAL AFFAIRS INSTITUTE  
INSTITUT CANADIEN DES AFFAIRES MONDIALES

# Trade Conference 2025

Wednesday, 21st May 2025

# PROGRAM



## 9 h 00 ● ASSESSING CANADA'S TRADE AND DIVERSIFICATION

Moderator: **Allison Gifford**, Clear Strategy

- **Dr. Stephen Tapp**, Centre of Living Standards

## 9 h 35 ● RENEGOTIATING CUSMA FROM A PLACE OF STRENGTH

Moderator: **Brian Kingston**, Canadian Vehicle Manufacturers' Association

- **Dr. Meredith Lilly**, CGAI Fellow
- **Rob Stewart**, Global Affairs Canada
- **Kate Kalutkiewicz**, McLarty Associates

## 10 h 30 ● COFFEE BREAK

## 11 h 10 ● FOREIGN PERSPECTIVES AND DIAGNOSTICS ON CANADA'S TRADE DIVERSIFICATION

Moderator: **Dr. David Perry**, Canadian Global Affairs Institute

- **H.E. Kanji Yamanouchi**, Embassy of Japan to Canada.

## 11 h 40 ● LUNCH

## 13 h 00 ● FINDING NEW MARKETS FOR CANADIAN RESOURCES

Moderator: **Jacque Hoornweg**, CGAI Fellow

- **Dr. Monica Gattinger**, CGAI Fellow
- **Photinie Koutsavlis**, Mining Association of Canada
- **Michael Gullo**, The Business Council of Canada

# PROGRAM



- 1 4 h 0 0** ● **CANADIAN AGRI-FOOD FEEDING THE WORLD**  
Moderator: **Claire Citeau**, CGAI Fellow
- **Tyler McCann**, Canadian Agri-Food Policy Institute
  - **Kristy Goodfellow**, Corn Refiners Association
  - **Tyler Bjornson**, T. Bjornson & Associates Consulting Inc.
- 1 4 h 5 5** ● **BREAK**
- 1 5 h 3 0** ● **SETTING OUT CANADA'S PRIORITIES IN DIGITAL TRADE**  
Moderator: **Gaphel Kongtsa**, Canadian Chamber of Commerce
- **Adriana Vega**, Canadian Venture Capital and Private Equity Association
  - **Allison Gifford**, Clear Strategy
  - **Peter Menzies**, Macdonald-Laurier Insititute
- 1 6 h 2 5** ● **CLOSING REMARKS**  
Dr. David Perry
- 1 6 h 3 0** ● **RECEPTION**



# ALLISON GIFFORD

*Vice President, Policy and Public Affairs*

## **Clear Strategy**

Allison has spent 15 years working on or adjacent to Parliament Hill, providing strategic advice to political leaders, labour leaders, Fortune 50 companies, and non-profits. She has acquired deep policy expertise in tech, trade, supply chain logistics, transportation, labour, health, and sustainability.

Prior, Allison served as Vice-President of Policy at the Public Policy Forum. As a senior public policy manager for Amazon, Allison advised business partners on all aspects of policy related to the company's retail operations, and established Amazon as Ontario's largest private-sector provider of community COVID-19 vaccinations. She also actively promoted the company's commitment to renewable energy, and was frequently called upon to discuss Amazon's purchase of Canada's largest renewable energy project, the Travers Solar Project.

Prior to joining Amazon, Allison was Director of Public Affairs for



UPS Canada, where she advanced digital trade policies during CUSMA negotiations, supported the funding negotiations and launch of UPS's first Canadian natural gas fleet, and helped federal and provincial governments navigate COVID-19 supply chain disruptions.

Allison also worked in health advocacy, where she acted as a senior public affairs advisor for the Mental Health Commission of Canada, overseeing the launch of the world's first national standard for psychological health and safety, and negotiating a ten-year funding renewal for the organization.



## DR. STEPHEN TAPP

*Fellow*

### **Canadian Global Affairs Institute**

Stephen Tapp is the CEO and Chief Economist at the Centre for the Study of Living Standards (CSLS). Established in 1995, CSLS is a national, independent, non-profit research organization focused on enhancing understanding of productivity, living standards and economic well-being.

Stephen was previously the Chief Economist and SVP of Research, Data and Analytics at the Canadian Chamber of Commerce. In that role, he successfully launched and managed the Business Data Lab as well as economic analysis and research, and was a key member of the executive leadership team.

Stephen is currently the President of the Canadian Association for Business Economics and a member of the Canadian Statistics Advisory Council.

He has 25 years of diverse experience at many of Canada's top economic



organizations including at:

Export Development Canada as the Deputy Chief Economist, the Bank of Canada, Parliamentary Budget Office, Finance Canada, academia as well as think tanks such as the Institute for Research on Public Policy and the C.D. Howe Institute.

Stephen's research was awarded the Purvis prize for Canadian economic policy and has been published in academic journals, including the Canadian Journal of Economics and Canadian Public Policy.





# BRIAN KINGSTON

*President and CEO*

## **Canadian Vehicle Manufacturers' Association**

Brian Kingston is President and Chief Executive Officer of the Canadian Vehicle Manufacturers' Association (CVMA).

The CVMA represents Canada's leading manufacturers of light and heavy duty motor vehicles. Its membership includes Ford Motor Company of Canada, Limited, General Motors of Canada Company, and Stellantis (FCA Canada). Prior to joining the CVMA, Brian was Vice President of Policy, Fiscal and International, at the Business Council of Canada where he led the Council's economic policy priorities and global engagement.

From 2009 to 2012 he served in the federal government with positions at the Department of Finance, Global Affairs



Canada, Innovation, Science and Economic Development Canada, the Treasury Board Secretariat, and the Privy Council Office. Brian is active in the non-profit sector including as past president of the Ottawa Economics Association and as the current chair of the Banff Forum.

Brian holds a bachelor's degree in economics from Carleton University, a master's degree in international affairs from the Norman Paterson School of International Affairs and an MBA from Ivey Business School.



# DR. MEREDITH LILLY

*Fellow*

## **Canadian Global Affairs Institute**

Meredith Lilly is an Associate Professor at Carleton University's Norman Paterson School of International Affairs where she holds the Simon Reisman Chair in International Economic Policy.

Dr. Lilly is a national award-winning researcher with extensive experience in public policy development and executive branch decision making. She previously served as Foreign Affairs and International Trade Advisor to Canadian Prime Minister Stephen Harper, and oversaw within the Prime Minister's Office Canada's free-trade negotiations with the European Union, South Korea, and the Trans-Pacific Partnership among other files.

In 2022, she completed her term as Associate Director of the MA program at NPSIA. Dr. Lilly's current research is



focused on North American trade relations, Canada's trade diversification strategy, and economic sanctions.

She is a member of the Deputy Minister's Advisory Committee on International Trade, an Advisory Board member of the Canadian Global Affairs Institute, and a Canadian delegate to the North American Forum. She meets regularly with foreign governments and diplomats, and is a frequent media commentator on Canadian trade strategy.



# ROB STEWART

*Deputy Minister of International Trade*  
**Global Affairs Canada**

Rob Stewart was appointed deputy minister of international trade effective October 17, 2022. Prior to his appointment, Mr. Stewart served as deputy minister of public safety for 3 years.

During this time, he provided leadership on a variety of issues related to national security, community safety and countering crime, Indigenous policing, firearms, border security and emergency management, including requests for federal assistance related to the pandemic and major natural disasters. Mr. Stewart has spent most of his public service career at the Department of Finance Canada, starting in 1993.

He held the role of the Government of Canada's finance deputy for the G7 and G20 and for the Financial



Stability Board from 2016 to 2019. He provided leadership and policy advice to the government on a wide range of financial sector and international trade and finance matters. He was previously the assistant deputy minister of financial sector policy for 2 years, prior to which he held the position of assistant deputy minister, international trade and finance for 4 years.

Before joining the Department of Finance Canada, Rob worked at Export Development Canada and in the Canadian sport system.





# KATE KALUTKIEWICZ

*Senior Managing Director, Trade Practice*

**McLarty Associates**

Kate Kalutkiewicz leads McLarty Associates' trade practice and contributes to the firm's Europe practice and McLarty Inbound.

Prior to joining MA, Kate served as head of US trade policy for Amazon, where she advocated for the company's international trade and economic issues to the U.S. government (2020-2023).

Previously, Kate was also Special Assistant to the President and Senior Director for International Trade at the National Economic Council. During her White House tenure, she developed US trade policy initiatives and led interagency teams responsible for the US G7 Presidency, supply chain resiliency, and economic support during the COVID-19 pandemic.



Before serving in the White House, Kate was Senior Trade Representative at the US Mission to the European Union in Brussels (2016-2020) and the US Trade Representative (USTR)'s primary interlocutor with the European Commission and member state authorities responsible for trade.

Kate holds a bachelor's degree from the University of Missouri-Columbia and a master's degree from The George Washington University.



## DR. DAVID PERRY

*President and CEO*

### **Canadian Global Affairs Institute**

Dr. David Perry is the President of the Canadian Global Affairs Institute, host of the institute's Defence Deconstructed Podcast, and a co-director of the Triple Helix MINDs Collaborate Network.

He is the author of multiple publications related to defence budgeting, transformation and procurement and a columnist for the Canadian Naval Review. He received his PhD in political science from Carleton University where his dissertation examined the link between defence budgeting and defence procurement.

He is an adjunct professor at the Centre for Military and Strategic Studies at the University of Calgary and a research fellow of the Centre for the Study of Security and Development at Dalhousie



University, Centre for the Study of Security and Development at Dalhousie University.

He was previously the Senior Security and Defence Analyst of the Conference of Defence Associations Institute and Deputy Director of Dalhousie University's Centre for Foreign Policy Studies. Embassy Magazine and The Hill Times has named him one of the "Top 100 Influencing Canadian Foreign Policy."



## H.E. KANJI YAMANOUCHI

*Ambassador of Japan to Canada*

**Japan Ministry of Foreign Affairs**

Kanji Yamanouchi has been the Ambassador of Japan to Canada since May, 2022. Prior to this assignment, he was the Consul-General (Ambassador) of Japan in New York (2018 - 2022).

Ambassador Yamanouchi has been serving Japan's Ministry of Foreign Affairs for over 40 years, during which he has held the positions of: Director of the First Southeast Asia Division in 2003; Director of the Press Division in 2004; Director of the First North America Division in 2007; Executive Assistant to the Prime Minister in 2009; Deputy Director-General of the Asian and Oceanian Affairs Bureau in 2011, and Assistant Minister / Director-General for the Economic Affairs Bureau in 2016.

His diplomatic postings include



assignments to the Embassy of Japan in the U.S. as First Secretary in 1997 and the Embassy of Japan in Korea as Counsellor in 2001. In 2013, he was posted to the Embassy of Japan in Washington, D.C. for the second time as the Minister for Economic Affairs.

Ambassador Yamanouchi graduated from Tokyo University of Foreign Studies and went on to receive his M.A. in Political Science from Wesleyan University in Middletown, Connecticut.



# JACQUIE HOORNWEG

*Fellow*

**Canadian Global Affairs Institute**

Jacquie Hoornweg is a CGAI fellow with over two decades of energy sector experience in communication and engagement, policy, and management. Her expertise includes nuclear and energy systems and their relationship with society.

She was Vice President, Public Affairs/Corporate Relations and Communications at Ontario Power Generation (2010–2014), serving on the Executive Leadership Team. This followed several years of engagement and communication on nuclear and other electricity issues with communities, regulators, government, media and the public.

Since 2015, she has worked with energy sector clients as president of Querencia Partners Canada Ltd. and its subsidiary, Joule Communications.



Jacquie was founding executive director of the Brilliant Energy Institute at Ontario Tech University (2021-2023) and is currently an adjunct professor in the Social Science and Humanities faculty where she teaches and researches on energy studies.

She has taught and supervised student research on reputation management in the McMaster University Master of Communications Management program since 2016.





## DR. MONICA GATTINGER

*Fellow*

**Canadian Global Affairs Institute**

Dr. Monica Gattinger is Founding Chair of Positive Energy, Director of the Institute for Science, Society and Policy, and Full Professor at the School of Political Studies at the University of Ottawa.

Gattinger is Fellow at the Canadian Global Affairs Institute, board member of the Clean Resource Innovation Network, and serves on advisory committees for Ontario's Independent Electricity System Operator, the National Research Council Canada, the Nuclear Waste Management Organization, the Ontario Energy Board and Women in Nuclear Canada. She was a member of the Government of Ontario's Electrification and Energy Transition Panel.



She holds a Ph.D. in public policy from Carleton University.





## PHOTINIE KOUTSAVLIS

*Vice President, Economic Affairs and  
Climate Change*

**Mining Association of Canada**

Ms. Koutsavlis is dedicated to advancing the mining industry's comprehension of critical economic matters, encompassing taxation, international trade, investment, infrastructure, and innovation.

Additionally, she guides the Mining Association of Canada (MAC) and its members in supporting an orderly transition towards a more sustainable, low-carbon future. Her leadership positions MAC as a constructive partner in the fight against climate change.

Previously, Ms. Koutsavlis held the role of Director General, Policy and Economic Branch for the Lands and Minerals Sector at Natural Resources Canada (NRCan) within the Government of Canada. In this capacity, she led the integration of strategic policy, scientific insights, regulatory expertise, economics, and market analysis.



Her work informed policy development and decisions related to domestic and international priorities concerning lands, minerals, and metals.

Ms. Koutsavlis' influence was pivotal in the inception and execution of the Canadian Minerals and Metals Plan. This visionary plan propelled Canada's trajectory towards becoming a preferred global supplier of critical minerals, products, and technologies, essential for building a net-zero economy.



## MICHAEL GULLO

*Vice President, Policy*

**Business Council of Canada**



Michael Gullo is Vice President, Policy at the Business Council of Canada.

He supports the Council's work on economic and climate policy, with a focus on energy and natural resources, infrastructure, and commodity markets. Michael is the co-chair of a national forum that convenes companies and associations committed to advancing policies and regulations pertaining to climate and clean air.

Prior to joining the Council, Michael directed the policy and public affairs activities for the Railway Association of Canada and worked as a management consultant.



# CLAIRE CITEAU

*Fellow*

## **Canadian Global Affairs Institute**

Claire Citeau is a dynamic executive leader with 20 years of experience in global business, international trade, agriculture, and sustainability. As a visionary strategist, she has consistently influenced positive change and fostered innovative partnerships across public and private sectors.

Currently, she serves as President and Founder of Trade Bridges International, a consultancy focused on trade policy and sustainable agriculture. Additionally, Claire is Vice-President of Trade and Global Relations at the Canadian Meat Council, where she brokers public-private partnerships to advance trade interests in sensitive diplomatic contexts.

As a Distinguished Fellow at the Canadian Agri-Food Policy Institute (CAPI), Claire provides strategic counsel on agricultural sustainability and trade policies.



She has authored impactful reports and presented at high-level forums, including the WTO and the United Nations.

Previously, as Executive Director of the Canadian Agri-Food Trade Alliance (CAFTA), Claire played a key advisory role in numerous free trade agreements, contributing to improved market access for Canadian food products and pivoted the organization towards the inclusion of sustainability in trade policy. She led influential communications campaigns and authored policy briefs referenced by ministers.



# TYLER MCCANN

*Managing Director*

**Canadian Agri-Food Policy Institute**

Tyler McCann is the Managing Director of the Canadian Agri-Food Policy Institute. A national agri-food think tank, CAPI leads policy analysis on emerging agri-food issues, engages stakeholders in dialogue, and advances public policy.

His career in agri-food policy includes working for federal ministers, farm groups, industry associations and agri-food businesses.

Tyler operates a beef and goat farm with his wife and kids in Western Quebec.







# KRISTY GOODFELLOW

*Vice President, Trade and Industry  
Affairs*

## **Canadian Corn Refiners Association**

Kristy Goodfellow provides strategic and tactical leadership to CRA and its members on trade policy, statistical and co-products reporting programs, transportation issues, and industry affairs.

Kristy is a proven agriculture trade policy professional with experience negotiating and enforcing bilateral and multilateral trade agreements. She has significant technical expertise in agricultural market access, including tariffs, agricultural subsidies, import licensing, dispute settlement, and other aspects of policies that matter to the corn refining industry and the wider agriculture community.

Prior to joining CRA, Kristy served as the Director of World Trade Organization (WTO) Affairs at the United States Department of Agriculture's (USDA) Foreign Agricultural Service (FAS).



In that role, Kristy collaborated with U.S. agriculture industry groups to ensure the coordination of global trade positions. She led the teams supporting WTO negotiations, WTO committee-level enforcement, WTO dispute settlement, and review of sanitary and phytosanitary measures and technical barriers to trade that were notified to the WTO.

Kristy's experience also includes serving as: Deputy Director at USDA, FAS, Office of Agreements and Scientific Affairs where she represented the U.S. at the WTO Committee on Agriculture and as Senior Trade Advisor at FAS.





# TYLER BJORNSON

*Principal*

**T. Bjornson & Associates Consulting Inc.**

Bjornson is a seasoned public affairs executive. With more than 25 years' experience in senior political, public and private roles, he has worked as a Chief of Staff in a federal Minister's Office, a Trade Negotiator in the Department of Foreign Affairs and International Trade, a Vice President of a major Canadian agricultural industry association, and a global government affairs manager inside a large multinational grain company.

He currently advises a variety of clients in agriculture from all segments of the value chain. He has owned and operated a government relations firm for the past 12 years.

Tyler's connection to agriculture goes back to his childhood where he was



raised on an Alberta cereals, oilseed, pulse and hog farm near Camrose. He went on from the farm to earn a Bachelor's Degree in History and Classics from the University of Alberta and a Master's Degree in Public Administration and International Affairs from Carleton University.

Outside of work, he serves his community in central Ottawa as a minor hockey coach, volunteer in other youth activities, and remains involved in political activities behind the scenes.



## GAPHEL KONGSTA

*Director, International Policy*  
**Canadian Chamber of Commerce**

Gaphel Kongtsa is the Director of International Policy at the Canadian Chamber of Commerce. He manages the Canadian Chamber's international trade and investment policy work, including the Chamber's International Affairs Committee, as well as the Canadian Chamber's multilateral engagement.

Prior to this, he was a legislative aide on Parliament Hill, as well as an analyst at a global governance thinktank. He presently also serves as a member of the American Enterprise Institute's Leadership Network.





# ADRIANA VEGA

*Fellow*

**Canadian Global Affairs Institute**

Adriana is an accomplished public affairs and business professional, specializing in government and stakeholder relations, public policy, advocacy, and strategic communications. She is the Vice President of Government Affairs at the Canadian Venture Capital and Private Equity Association, where she leads advocacy and government relations for Canada's private capital industry.

Adriana previously worked at Scotiabank where she held various roles including at the office of the Group Head of International Banking, the Government Affairs department and at Scotiabank Economics, working across files and leading teams and initiatives in Canada and internationally.

With a background encompassing the public, private, and non-profit sectors,



Adriana also worked at the Canadian Chamber of Commerce as the Director of International Policy, leading the Chamber's international stakeholder engagement. In this capacity, she spearheaded business advocacy efforts during Canada's various trade agreement negotiations, including the Canada-United States-Mexico Agreement renegotiation.

Adriana previously held roles with the Government of Canada and at the UK-India Business Council in London, U.K.



# PETER MENZIES

*Senior Fellow*

**MacDonald Laurier Institute**

Peter Menzies spent three decades as a working journalist and newspaper executive, most notably with the Calgary Herald where he served as its editorial page editor, editor in chief and, finally, publisher.

Over the course of his journalism career he served as a sports editor for the Calgary Sun, covered the FIFA World Cup in 1986, the 1988 Winter Olympics, worked briefly in the Parliamentary Press Gallery and Edmonton Legislature Press Gallery, won one National Newspaper Award for the detailed objectivity of a series outlining the contents of the Charlottetown Accord and another from the Association of Opinion Page Editors for a similarly objective project.

Following his newspaper career he spent close to 10 years as a member of the Canadian Radio-television Commission, initially in a part-time capacity followed by four years as regional commissioner



for Alberta and the Northwest Territories. There, he was involved in major decisions involving service to northern and other remote communities, the establishment of the national emergency alerting system and the setting of the criteria establishing the Basic Service Objectives for telecommunications in Canada.

In the past, he has consulted on educational and media projects with the Fraser Institute and wrote frequently on media matters and the impact of the Internet on society during his time as a Senior Fellow with the think tank Cardus.

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