



Webinar: IRAQ – New Opportunities for Canadian Business

Program Agenda– 09:00 AM – 10:00 AM (ET)

| Start Time | End Time | Duration | Activity |
|-----------------------|----------|----------|--|
| 09:00 | 09:03 | 3 MINS | Welcome remarks and Introduction by Chair of CABC, Scott Jolliffe Scott to introduce His Excellency Dr Wade Al-Batti |
| 09:03 | 09:10 | 7 MINS | Opening Remarks by His Excellency Dr Wade Al-Batti Scott to introduce His Excellency Ulric Shannon |
| 09:10 | 09:17 | 7 MINS | Opening Remarks by His Excellency Ulric Shannon Scott to introduce Mr. Adel K. Abass AL.Masoodi |
| 9:17 | 9:30 | 13 MINS | Mr. Adel K. Abass AL.Masoodi on 'Business Opportunities in Iraq'. Scott Jolliffe introduces Majid Dellah , Senior Trade Commissioner for Iraq to moderate the Business Panel |
| 09:30 | 09:33 | 3 MIN | Majid Introduces the Business Panel to talk about their Business Experience in Iraq |
| 09:33 | 09:38 | 5 MINS | Ghassan Ashqar CEO – North Face Consultancy Inc (Oil & Gas) |
| 09:38 | 09:43 | 5 MINS | Tony Maalouf General Manager – Edde Almond Paste Inc. (Food & Beverage) |
| 09:43 | 09:48 | 5 MINS | Ravi Kumar Director – Canaddin Pride Foods Inc. (Food & Beverage) Majid invites Scott to moderate the Q&A |
| 09:48 | 09:58 | 10 MINS | Q&A moderated by Scott Jolliffe Panel Open for Discussion |
| 09:58 | 10.00 | 2 MINS | Thank you and Concluding remarks by Scott Jolliffe |
| CLOSE OF EVENT | | | |

(*Subject to change)

Speakers Bio



His Excellency Dr. Wadee Al-Batti
Ambassador of the Republic of Iraq to Canada

His Excellency Dr. Al-Batti was appointed as Ambassador Extraordinary and plenipotentiary of the Republic of Iraq in Canada since July 2019.

His Excellency received his PH. D in Nuclear Physics from University of Minks, Belarus in 1992. He speaks Arabic, English, Russian, Swedish and Syriac.

Prior to joining the Embassy in Canada, His Excellency Dr. Al- Batti served as a Head of the department of Human Rights in the Ministry of Foreign Affairs in Baghdad, Iraq. During that time, he attended the 37th and 39th sessions of the Human Rights Council in Geneve, Switzerland.

Dr. Al-Batti served in several Iraqi diplomatic missions aboard, Ambassador in Korea between 2015 and 2018, Ambassador in Spain between 2013 2015, and Ambassador in Philippines between 2010 and 2013. At the Headquarter of the Ministry of Foreign Affairs in Baghdad, Iraq. H.E Dr. Al-Batti has assumed a position of Ambassador in different departments.

Between 2001 and 2009, Dr. Al-Batti lived in Sweden and worked in the private sector for many years. During the 1990s, He was a Lecturer in the College of Science, at Al-Anbar University in Iraq.



His Excellency Ulric Shannon
Ambassador of Canada to the Republic of Iraq

His Excellency Ulric Shannon joined the Department of Foreign Affairs and International Trade in 1999. At Headquarters, he was a desk officer in both the Regional Security and Peacekeeping Division and the Eastern and Southern Africa Division, executive assistant to the assistant deputy minister for global and security policy, and director of the Media Relations Office from 2010 to 2012. Overseas, he served as political and public affairs officer in Cairo from 2004 to 2006, senior political officer in Ramallah from 2006 to 2008 and first secretary in Islamabad from 2008 to 2010. He was awarded the department's foreign-language fellowship to pursue advanced studies in Arabic from 2012 to 2013, and for two months in 2012 he served as Canada's first representative to the Syrian opposition. From 2014 to 2016, he worked in Istanbul as country director for ARK, a

stabilization consultancy. From 2016 to 2019, he was consul general in Istanbul. He has served as Canada's Ambassador to Iraq since November 2019. He has completed his BA Hons [History and Political Science], McGill University, 1997; MA [International Relations and Security Studies], York University, 1998).



Mr. Adel K. Abass AL.Masoodi
Director General of Foreign Economic Relations Department in the Ministry of Trade

Mr Adel was appointed the Director General in 2016 in which he supervised the implementation of bilateral & multilateral agreements and the joint committees with countries as well as the procedures of commercial attaches in worldwide countries. As a vice president of the National Committee of Iraq Accession to WTO, he followed up the procedures of the accession march and gave directives to move forward in this issue beside many other responsibilities.

He graduated from England as a Mechanical engineer and had a postgraduate MME in Mechanical Engineering from Technology University in Baghdad, in addition to a B L L in law from Alnisoor University College.

He had worked in I/OT as a Director General of Iraqi Fairs and Trade Services Company' while his previous occupation was as Director General in the Ministry of Human Rights'



Mr. Ghassan Ashqar
CEO, North Face Consultancy INC

Ghassan is a seasoned experience and proven track record in the development and realization of Oil & Gas and power opportunities. He worked for more than 22 years with Shell and 6 years with SNC-Lavalin, specifically focusing on Iraq Oil & Gas and Power since 2004 and until this date.

Since 2017, Ghassan established his own consulting company focusing on providing financial/commercial advisory for clients within the Oil & Gas and Power sectors.



Mr Tony Maalouf
Sales and Exporting Director & General Manager
Edde Almond Paste Inc. (www.edde.ca)

Jean Edde, the founder of Edde Almond Paste Inc., has been in the bakery industry since 1968. He started with a chain of bakery and pastry shops and was buying Almond Paste from Europe. Realizing that Almond Paste was not manufactured in Canada, he decided in 1989 to open the first factory in Canada to manufacture Almond Paste. He toured Europe to bring the latest technology from Germany.

In the upcoming years, Edde Almond Paste Inc. has grown into a manufacturer of a full line of bakery ingredients. The products meet the highest standards satisfying the chef Jean Edde, having 40 years of field experience!

The company exports its products for more than 15 years, to a large number of countries including Dubai, India, Iraq, Jordan, Kenya, Kuwait, Lebanon, Malaysia, Qatar, Saudi Arabia, United States of America and many others.



Mr. Ravi Kumar,
Director & Owner
Canaddin Pride Foods Inc.

Canaddin Pride Foods Inc. is a Canadian company based in Mississauga, Ontario, Canada. It is one of the major packagers of edible oils and is recognized globally under the name Canadian-Pride. The company manufactures canola, vegetable, sunflower and blends like olive-canola, vegetable-pomace, etc.

Canaddin Pride Foods Inc. caters for the retail and restaurant sector with various bottled packaging sizes. It is a federally licensed food manufacturing company and a US FDA registered facility.



Majid Dellah

Counsellor (Commercial) and Senior Trade Commissioner
(Jordan & Iraq)

Majid began his diplomatic career with the Department of Foreign Affairs and International Trade in 2000, after 11 years with Industry Canada, Canada Economic Development and with a non-profit organization to convert a military base to a technology park.

In Canada, Majid held the positions of Senior Desk Officer for France (2000-2001) and Malaysia, Brunei and Singapore (2004-2005); Senior S&T Policy Advisor responsible on the Canada-China S&T Agreement (2006-2008); and Senior IBD Advisor representing Global Affairs Canada to the Federation of Chambers of Commerce (FCCQ) and the Board of Trade of Metropolitan Montreal (CCMM) (2015-2019).

Abroad, Majid served as Deputy Director S&T and Investment in Taipei (2001-2004); First Secretary and Trade Commissioner in New Delhi (2005-2006); First Secretary, Vice-Consul and Trade Commissioner in Beijing (2009-2012), and Consul and Trade Commissioner in Shanghai (2012-2015). Since August 2019, he is Counsellor (Commercial) and Senior Trade Commissioner for Jordan & Iraq.



Scott Jolliffe

**Chairperson of the Canada Arab Business Council; Partner, Gowling
WLG (Canada)**

Scott is the Chair of the Canadian Arab Business Council (CABC), Canada's not-for-profit association focused on bringing the Canadian and Arab business communities together to facilitate and expand trade and investment between Canada and the Arab world.

As a partner at Gowling WLG in Toronto, Scott continues to serve as a trusted adviser to business leaders and government representatives on legal and business matters. Having earned his reputation as a leading intellectual property lawyer, and then for 20 years as CEO and Managing Partner of Gowlings as it grew to become a Global 100 law firm, Scott now focuses on providing strategic advice and practical guidance to businesses across a wide spectrum of industries and sectors in Canada and internationally.