



Canada 

**CANADIAN LGBTQ  
BUSINESS TRADE MISSION**  
United Kingdom / European Union  
March 16 - 22, 2023

# Directory of Participants

# CGLCC Trade Mission to the United Kingdom (London) & the European Union (Vienna)

Canada's 2SLGBTQI+ Chamber of Commerce (CGLCC) is pleased to partner with our Global LGBTQ Chamber Affiliates, East Meets West and OutBritain, for the first ever LGBTQ Trade Delegation to the UK + Europe.

The delegates who join us demonstrate the strength, creativity and dynamism of Canada's LGBTQ enterprises. In these we see the range of economic activities and services offered as well as the importance of Canada's LGBTQ business community's contribution to a thriving and inclusive global economy.

This directory provides a short description of the activities and fields of expertise of the Canadian LGBTQ businesses participating in this trade mission, as well as contact information for their representatives.

We encourage you to talk to members of the Canadian delegation and explore with them how they can become your next best business partner, and how Canadian businesses and internationally certified LGBTQ suppliers bring unique solutions to your business needs.



In Partnership with



# About CGLCC



Canada's 2SLGBTQI+ Chamber of Commerce is a coalition of LGBTQ business owners, allies, government liaisons, corporate members, and community partners. We advocate for and work towards a more inclusive North American economy – one connection at a time.

## CGLCC's Global Program

By connecting Canadian enterprises to a global network of other LGBTQ chambers of commerce, governments, corporate partners, businesses, and individuals – CGLCC's Global Program helps LGBTQ certified suppliers access international business opportunities.

We also equip members with practical information about how to do business abroad and insider information about trends in trade and various markets. Our development programs and government partnerships give certified suppliers the opportunity to speak with the right people and get the right information to expand their potential globally.

Let us introduce you to the benefits of working with the many LGBTQ businesses of Canada.

To learn more about CGLCC's Global Program, visit [www.cglcc.ca/programs/global-initiatives](http://www.cglcc.ca/programs/global-initiatives)

Or contact Cass Elliott, Global Program Manager for CGLCC.



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Global Program  
supported in part by





## Hello, Bonjour,

I am delighted to welcome you to CGLCC's first business mission to the United Kingdom and the European Union.

I want to thank Canada's 2SLGBTQI+ Chamber of Commerce for all the fantastic work it has done to support 2SLGBTQI+ entrepreneurs, including organizing this mission to London and Vienna!

As Canada's Minister of International Trade, Export Promotion, Small Business and Economic Development, I know how important diversity is to our shared success. And organizations such as CGLCC are living proof of the good things that can be achieved when we make trade more inclusive.

I also want to thank the trailblazing entrepreneurs who are part of this business mission. Like you, I believe that the full participation of businesses owned and led by members of the 2SLGBTQI+ community is essential to creating a more inclusive and prosperous economy. By being here, you are fostering connections, collaboration, and international trade — actions that echo the Government of Canada's commitment to drive a strong, inclusive, and sustainable economic recovery and build shared economic resilience with partners such as the U.K. and the E.U.

Over the years, Canada's Trade Commissioner Service has collaborated with CGLCC to bring 2SLGBTQI+ business delegations to international markets. In 2018, for example, we worked together to bring the Government of Canada's first 2SLGBTQI+ trade mission to Philadelphia. In 2019, we joined forces for a business mission to Tampa. It is fantastic to see CGLCC now moving into new, dynamic markets such as the U.K. and E.U.

So to CGLCC and the 2SLGBTQI+ entrepreneurs participating in this business mission, thank you! Thank you for forging connections for future collaboration that will benefit your communities, your country and the global economy. The ideas that you will share — and the leadership that you have shown — represent the diversity of thought and talent that is crucial to truly inclusive and successful economies.

I wish you every success and can't wait to hear about the amazing collaborations that come from this mission.

Thank you, Merci,

**The Honourable Mary Ng, MP**

Minister of International Trade, Export Promotion, Small Business and Economic Development. **Government of Canada**



# Canadian Delegation

## Directory of Delegates

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## A.T. Consulting & Recruiting

A.T. Consulting (A.T. Consulting & Recruiting Inc.) provides Consulting, Solutions and Services to large and small organizations operating in various industries. While many of our clients face similar business and technology challenges, no two businesses are alike. For us, every client is unique. We strive to address our client's needs with a holistic, all-encompassing, customized approach.

We have extensive experience dealing with Public & Private sector clients in providing governance, consulting, implementation, managed services, customization, and integration with other applications. Our solutions and services are targeted to enterprise and mid-enterprise commercial businesses, financial institutions, retail, healthcare organizations, educational institutes, and public sector agencies.

A.T. Consulting provides the following IT services to customers efficiently and competitively: I.T. consulting, Business consulting, Staff Augmentation, Cloud Migration, Project and program management, AODA Compliance, Blockchain/ AI/ RPA, Big Data and Analytics, Enterprise Solutions (ITSM, CRM, ERP etc.), Website and mobile development, Database management services, among others.



**Delegate**

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## Barnes Management Group

### Management Consulting

Barnes Management Group (BMG), based in Toronto, Ontario, has been incorporated as a consulting firm since 2006. BMG's President and Founder, David Barnes, has been a consultant for more than 20 years. He is a systems thinker, driven by the desire to see services work for families and children who we are here to serve. David has created an organizational model in which trusted relationships are paramount, and teams of senior professionals leverage their complementary skills and experience to provide superior quality and value to our clients. BMG attracts socially-conscious consultants from a variety of fields who are interested in making positive change in the world around them.

BMG's structure is based on the virtual organization model, working with the latest technological innovations that facilitate collaboration both locally and globally. BMG brings an empathic view and integrative thinking that allows it to see problems from many diverse perspectives. Our senior associate model provides us with the range of competencies, the agility and the flexibility to respond to our clients' needs very effectively. By specifically selecting every single member of the team, the result is a diverse group of colleagues with different backgrounds, ethnicities, educations and sectoral experience that allows for a world view not often found in management consultancies.

 A headshot of David Barnes, a man with short dark hair, wearing a dark suit jacket over a light blue collared shirt. He is smiling slightly.	<p><b>Delegate</b></p> <p><b>David Barnes</b></p> <p>He/Him Director</p> <p>+1 (416) 800 2914 Ext: 101 david.barnes@barnesmanagementgroup.com www.barnesmanagementgroup.com</p>	 A square QR code located in the bottom right corner of the contact card.
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## BrainWorks Marketing Inc.

### Branding, Marketing, and Strategy

An integrated, multilingual, international award-winning creative and communications agency. We've helped hundreds of clients with thousands of creative projects and campaigns over the past decade. With 22 full-time team members from 8 cultures working inside our newly opened 6000 square foot IMAGINATION Centre on the East Coast of Canada - we help clients everywhere. More of an un-agency than anything - we exist to partner with awesome clients on unique projects and help them triumph. Our full-time team work across strategy, graphic design, branding and identity, content development, video production, animation, events and activations. Over the past decade, we've help clients achieve exponential growth, break world records, host world-leaders, and reach new heights.

Honoured to be recognized as one of the Top 1% of firms globally in 2022\* based primarily on "ability to deliver" by Clutch (number 811 of 140,000 to be exact). Fuelled by gratitude, an entrepreneurial spirit, a hunger to help our clients thrive, and ultimately to have exponential positive impact through our ecosystem of possibilitarians.

### Delegates



#### Brad LeBlanc

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## Capex Project Advisory Services Inc.

### Construction, Project Management

Capex Projects was established for one simple reason - to help clients take control of their projects. Our clients are typically established construction clients or stakeholders in construction projects who engage us to provide trusted, independent and credible advice and leadership through all stages of project development and delivery. We can show you why so many major construction projects end in failure, and how, by taking a simple series of steps, and with the right commercial advice, you can radically transform your prospects of successful delivery, even on the most complex, high value projects.

While on this Trade Mission I am looking to connect with:

1. Construction industry professionals / project managers, ideally with experience of managing projects (ideally publicly funded) and with a reputation/network who are looking to start a project management consulting business in the UK
2. Management Consultants, ideally with experience of providing strategic advice to publicly funded clients on major construction projects and with a reputation/network who are looking to start a major project advisory consulting business in the UK
3. Small firms operating in the project management or project advisory field who would benefit from sharing of expertise / resources from a marketing and delivery perspective.



Delegate

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## Fifth Floor Capital Inc.

### Consulting, Copy Writing

Fifth Floor Content is a boutique marketing and content agency that specializes in helping growing companies create brand-resonating, conversion-focused content. We operate (remotely!) from Nova Scotia, Canada and serve clients across Canada, the US, and Europe.

#### Core services:

- Content writing (blogs, web pages, research reports, email campaigns, and brand journalism)
- Ghostwriting (executive thought leadership blogs and books)
- Education (curriculum development)
- Content regionalization (to US / North American markets)
- Marketing project management (managing freelance content creators)
- Advisory (content strategy, working with creators and freelancers, coaching, and training)

	<p><b>Delegate</b> <b>Stefan Palios</b> He/Him SVP, Client Services</p> <p>+1 (416) 709 3592 stefan@stefanpalios.com www.fifthfloorcontent.com</p>	
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## Framework Leadership

### Management Consulting

Framework Leadership is a vehicle for change and successful business in the architecture, engineering and design sectors. Through leadership development, people and culture consulting, and industry initiatives, Framework aims to embed equity and inclusion to support diversity in the workplace and their employment. A large portion of work is leadership training programs for middle managers. Other areas of work are workplace culture assessments and marketing advisory. Clients are professional services firms and their industry associations across Canada and in London, England. Framework has strong industry partnerships with industry-serving organizations and supports them through volunteerism, speaking engagements and sponsorship.



Delegate

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## Gardner Productions

### Advertising and Video

Gardner Productions is an international video production company and one of Canada's premier boutique video production houses. Specializing in a variety of mediums for corporate and business video production, we create compelling video content for web, mobile, and broadcast media projects and campaigns.

Our professional, full service video production suite includes corporate and business video production, video for marketing and advertising, video for web production, video production producers, documentary video production, event video production, PSA video production, promotional video production, 3d animation, virtual reality production and explainer video production. Our creative team gets to the heart of your story, and tells it in an inspiring, original, and memorable way.

Gardner Productions' clients range from large private sector corporations, federal and provincial government, healthcare, small business, educational institutions as well as non-profit organizations. Our clients are our partners and we demonstrate this this by working with you every step of the way until complete satisfaction is realized.



Delegate

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## Growing Greener Innovations

### Clean Energy, Technology

Growing Greener Innovations, Inc., is an award-winning clean energy solutions manufacturer in Edmonton, Canada, and operating since 2014.

GGI designs smart batteries and battery energy storage solutions for individual, residential, commercial, and industrial customers looking to increase resiliency and reduce overall energy use and GHG emissions.

GGI's patented GRENGINE™ plug-and-play products allow individuals to replace GHG-emitting diesel generators with easy-to-use, silent, emissionless battery generators that can be charged by renewables such as solar and wind or by the grid.

The company is led by Founder and President Connie Stacey an executive who is committed to EDI principles and actions, ESG policies and the mission to reduce GHG emissions and end energy poverty. For Good.



Delegate

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## Skymattix Inc.

### Marketing, Promotional, and Advertising Services

Skymattix is a unique breed of digital media agency that designs and delivers innovative, ROI-driven marketing and communications services to progressive organizations that want to make an impact for their businesses and for the markets and communities they serve. Our positioning statement is "Let The People In", which extends far beyond impressions and conversions. It means that we are fully inclusive in all aspects of our business operations, our client interactions, and our messaging.

Our experienced, international team of marketers, visionaries, storytellers, and tech geeks have, each in their own way, said goodbye to the world of templated, over-priced, risk-averse corporate marketing and brought their talents together to disrupt the status quo and deliver the unexpected.

At Skymattix, there are no bad ideas, different perspectives are welcome and encouraged, and creative thinking is, literally, 'off the chain'. For any organization we work with, this creates the conditions for a totally authentic client experience and line of sight to the best ideas and campaigns, no matter what you're selling (or dreaming about selling).



Delegate

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## UpHouse Inc.

### Marketing, Promotional, and Advertising Services

UpHouse is an award-winning marketing and PR agency that believes in elevating messages that need to be heard. People consume media whether they want to or not, so we feel it's our role to make sure it's authentic, accessible and diverse.

UpHouse walks the line between an outside advertising agency and a member of your in-house marketing department. We don't minimize or replace the talent you already have. Instead, we fill in the skill gaps and offer guidance along the way.

An agency challenges your thinking and injects a new perspective that sparks big ideas. UpHouse does that. An in-house marketing leader boosts the skills of the entire team and builds a plan for long-term success. UpHouse does that too.



Delegate

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## Warshield

### Indigenous Community Consultants

Warshield is an Indigenous management consulting and research firm that provides

1. strategic counsel to corporate and philanthropic organizations on socio-economic development partnerships with Indigenous communities across Canada,
2. government relations and strategic communications, and
3. advice on corporate governance and inclusion, diversity, equity, and accessibility (IDEA) strategies.

Our current clients are from across North America, South America, and Australia.

If you want to learn more you should spend some time talking to Chief Impact & Strategy Officer, Tristan Smyth (they/them). Tristan is a trusted advisor to clients on engagement, investment, and negotiations with Indigenous communities in Canada and on the development of inclusion, diversity, equity, and accessibility (IDEA) strategies. In addition to their work with Warshield, Tristan teaches about impact investing for Carleton University's School of Public Policy & Administration and serves on the boards of the Table of Impact Investment Practitioners and Canadian Centre for Gender & Sexual Diversity.

	<p><b>Delegate</b></p> <p><b>Tristan Smyth</b></p> <p>They/Them Chief Impact &amp; Strategy Officer</p> <p>+1 (819) 208 9323 tristan@warshield.com www.warshield.com</p>	
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## Winston-Wilmont, Inc.

### Marketing, Promotional, and Advertising Services

We help purpose-driven organizations define and find success.

Whether it's spreading the word about a game-changing new product or service, making their comms products and channels more strategic and effective so they can spend time worrying about other aspects of their business, or connecting our clients to funders, policy-makers and power-brokers, we operate at the intersection of marketing and communications, public and government relations.

We have found particular success with small and medium enterprises that may have no or limited communications and public affairs divisions. We augment or replace expensive in-house communications teams to get results and find success, however our clients define it.



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## Zubas Flett Law

### Legal Services

Zubas Flett Law is an established employment law boutique located in downtown Toronto, Ontario, Canada.

Advising employers and clients of independent contractors, the Firm's lawyers carefully analyze a client's legal issues and makes a plan for action in this ever-changing and specialized area of law. We customize an efficient path to our client's desired result while compassionately appreciating that our clients are often making tough decisions in trying circumstances on a timeline and budget.

Areas of practice include: employment contract drafting and negotiation, employee policies, termination and discrimination disputes, executive compensation, performance management and discipline, employment standards compliance, statutory workplace investigations, and general human resources matters.

Small and mid-size employers contending with legal issues in a separate jurisdiction require employment counsel that is experienced yet reasonable in client file management and is mindful of the associated costs and benefits. At Zubas Flett Law, we offer competent, precise counsel in this quickly-evolving area of law.



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## Canada's 2SLGBTQI+ Chamber of Commerce

Diversifying Canadian Business, One Connection at a Time.

CGLCC, Canada's 2SLGBTQI+ Chamber of Commerce, advocates for and works towards a more inclusive Canadian economy. As the only certifying body of LGBTQ owned businesses in Canada, CGLCC's Certified Supplier program is internationally recognized by the NGLCC, global corporations, and Canadian government partners.

Connect with one of our Delegates, or visit [www.cglcc.ca](http://www.cglcc.ca), for more information.

### Delegates



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THANK YOU



A special thank you to Mellohawk and RBC for their support of this Trade Mission.

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# CANADA

Do Business  
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Are you looking for a business partner you can trust? Canada is home to a dynamic marketplace supported by an innovative economy and welcoming business community. World-renowned for its capabilities in diverse sectors and has 14 free trade agreements in force with 49 countries, Canada is an ideal environment for partnerships and investment.

The Canadian Trade Commissioner Service (TCS) is a government organization that has facilitated trade with Canada since 1895. With offices in more than 160 cities across Canada and around the world, we are accessible to both Canadian and international companies looking to do business.

With an in-depth knowledge of global markets and insight on Canadian industry sector capabilities, we can connect you with strategic procurement, investment, innovation or education partners in Canada.

Let our team of professionals help you with our free services.

**Contact a trade commissioner** to start doing business with Canada.

## BUY FROM CANADA

We can introduce you to the Canadian organization best suited to meet your needs for high-quality products, services or technologies.

## INVEST IN CANADA

Establish or expand your business in Canada to benefit from a stable economy with competitive business costs, a safe and inclusive environment and a highly educated and skilled workforce. Our investment professionals can provide the strategic intelligence you need.

## INNOVATE WITH CANADA

Canada is a world leader in science and technology with strong capabilities across a wide range of sectors. We can connect you with the right research and development (R&D) partners in Canada.

## STUDY IN CANADA

Canada has some of the world's top research facilities and academic institutions. We can connect you with the right schools, scholarships and potential R&D partners as well as education and training service providers.






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