



DIRECTORY OF DELEGATES

CANADIAN LGBTQ BUSINESS TRADE MISSION

Paris | February 2026



Canadian
Queer Chamber
of Commerce





CQCC TRADE MISSION TO PARIS, FRANCE

The Canadian Queer Chamber of Commerce (CQCC) is pleased to be leading a LGBTQ Trade Delegation to Paris, France as part of a week-long program among a network of Diverse Buyers, Suppliers and Recruiters, and the Canadian Embassy in Paris.

The Canadian companies participating in this mission are ready to do business with you. These suppliers not only compete across diverse sectors, but also demonstrate how inclusion strengthens Canada's economic leadership on the world stage.

This directory provides a short description of the activities and fields of expertise of the Canadian certified diverse 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 to explore ways to solidify them as your next business partner. We are confident that Canadian businesses and internationally certified LGBTQ suppliers can offer unique solutions to your business needs.



In Partnership with



ABOUT CQCC

Canadian Queer Chamber of Commerce (CQCC) is a coalition of LGBTQ business owners, allies, government liaisons, corporate members, and community partners. We advocate for and work towards a more inclusive Global economy – one connection at a time.

CQCC'S GLOBAL PROGRAM

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

We also equip members with practical information on how to do business abroad and insider information relating to current 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.

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Global Program
supported in part by





CQCC'S PARIS TRADE MISSION

Directory of Delegates

Company	Delegate(s)	Sector	Pg
Centered Mental Fitness	Nancy Shadlock	Corporate Training & Executive Development	4
Digital Seniority	Anneline Breetzke	Digital Marketing & AI Innovation	5
Esplanade Consulting	Rémi Courcelles	Consulting	6
Fanjoy Culinary Therapy Institute	Pam Fanjoy	Health Care and Hospitality	7
Gardner Productions Group	Stephen Gardner	Production and Advertising	8
Nova Ray	Niamh Redmond	Technology Services, Innovation Advisory	9
Nukleo	Clément Roy	AI transformation	10
Protection Incendie C.D.	Shawn Salewski	Specialized Construction, Mechanical	11
Recruit Action Inc.	Domenic Calcaro	Staffing industry	12
Rhum Humains Et Ressources, Inc.	Pierre-Luc Labbée	Talent Acquisition, Human Resources, Training, Consulting	13
Superbia	Randy Boissonnault	Consulting	14
WJ Agency	Ryan Townend	Consulting	15

CENTERED MENTAL FITNESS

Corporate Training & Executive Development



How resilient is your team?

The difference between organizations that thrive under pressure and those that implode lies in one critical factor: *Mental Fitness*.

Centered Mental Fitness partners with organizations to build this competitive advantage.

Using the Positive Intelligence® framework developed by **Stanford Professor** Shirzad Chamine and implemented across **190 countries and Fortune 500 companies**, we help leaders and teams identify the hidden mental patterns sabotaging their effectiveness. Such as:

- Perfectionism that delays decisions
- Control patterns that stifle innovation
- Avoidance of necessary conversations
- Over-analysis that paralyzes action

We teach the mental fitness techniques to transform these saboteurs into opportunities for growth which positively impacts the bottom line.

Organizations report:

- 92% improved team collaboration
- 91% better stress management
- 90% boost in mental and emotional energy

This training helped us identify the thought patterns getting in our way. Then they taught us mental fitness tools to transform those patterns. Now we don't avoid stress or change. We use it as a signal to pause, breathe, and respond with curiosity rather than reactivity.

— Senior Executive, International NGO

Offerings:

- Performance Improvement workshops and retreats
- Executive leadership development
- Team resilience assessments
- Train-the-trainer programs for internal deployment

Clients include: Government of Canada, McMaster University, Arc'teryx, Tourism Agencies, and more.

Let's connect to explore how mental fitness can elevate your leadership and culture.

CENTERED MENTAL FITNESS CAPABILITY STATEMENT →

DELEGATE

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DIGITAL SENIORITY

Digital Marketing & AI Innovation

Digital Seniority® is a women-owned, CQCC-certified growth consultancy dedicated exclusively to the senior living and care sector across North America, the United Kingdom, and Europe.

We believe senior living growth requires more than disconnected marketing tactics. It requires a clear growth strategy, credible digital experiences, measurable demand systems, and long-term trust with families making complex care decisions.

Digital Seniority works with operators, communities, and care organizations to build digital foundations that support sustainable occupancy, accountability, and future readiness. Senior living is unlike other industries. Sales cycles are long, decisions are emotionally driven, regulatory environments vary by region, and trust is central to choice. Our strategies, systems, and technology are designed specifically around these realities - not adapted from real estate, hospitality, or consumer tech.

At Digital Seniority, data informs every decision. We help operators make sense of performance across channels, understand what actually drives move-ins, and replace fragmented activity with integrated, measurable digital infrastructure.

Expertise at a glance:

- Senior Living Growth Strategy
- Digital Marketing & Demand Generation
- Website & Experience Design (Senior-First)
- Data, Analytics & Attribution



Digital Seniority is also the creator of Agewise®, an independent AI initiative focused on improving how senior living is discovered and chosen. Agewise reflects our commitment to unbiased discovery, transparency, and ethical digital innovation within the senior living ecosystem. It is developed independently and does not compromise our neutrality or client advocacy.

DIGITAL SENIORITY CAPABILITY STATEMENT →

DELEGATE

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ESPLANADE CONSULTING

Consulting



We are a multilingual consulting firm working collaboratively and conscientiously in the fields of public and government affairs, and organizational and strategic development. Our clients are primarily 2SLGBTQIA+ and minority language non-profit organizations.

Our aim is to ensure the vitality and sustainability, and well-being of communities through the success of engaged, well-equipped, and responsible community organizations.

Our business is built on the idea that community organizations can go further when collaborating with GR professionals who are from the communities they serve.

Our key service areas:

Public and government affairs

- Supporting organizations with obtaining key program and project funding
- Enhancing clients' positioning on public policy issues that matter to them
- Preparing all government meetings, preparing briefing materials and meeting scripts
- Maintaining positive relations with government departments behind-the-scenes
- Providing expert guidance in navigating everchanging political landscapes

Organizational and strategic development

- Strategy development and planning
- Governance and diversity, equity and inclusion
- Needs assessments and mappings
- Report-writing and publications of all types
- Project management of all types and scopes

ESPLANADE CONSULTING CAPABILITY STATEMENT →

DELEGATE

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FANJOY CULINARY THERAPY INSTITUTE

Health Care and Hospitality

Fanjoy Culinary Therapy Institute is Canada's leader in Culinary Therapy, offering a fresh approach to mental health support by bringing clinical therapy into the kitchen. Designed for those who may not connect with traditional counselling, our programs improve health, life skills, relationships, and well-being—while addressing food insecurity and building employment skills for people with special needs.

We use validated therapeutic techniques through our Fanjoy Culinary Therapy Model™ to train therapists, physicians, youth workers, and hospitality professionals worldwide to better serve at-risk teens, families, and seniors. The model was created by Chef Pam Fanjoy, MSW, RSW, an award-winning Canadian chef, Chopped Canada Champion, Food Network competitor, and long-time social change advocate. With over 30 years of experience in social work—specializing in child and adolescent psychiatry, play therapy, and family therapy—Pam reinvented herself as a chef in 2013. Since then, she has combined her expertise in both fields to revolutionize how we approach healing the mind, body, and soul through food.

Our therapeutic cooking classes and corporate culinary workshops offer a dynamic alternative to "couch therapy," fostering connection, resilience, and well-being. Since launching internationally in 2023 in Ireland and the USA, we have contributed to advancing the Social Prescription movement, ensuring mental health needs are met in creative and accessible ways.



We continue research and development in Ontario across schools, social services, and health care sectors, and we are expanding globally with consulting teams in the USA and Ireland. Fanjoy Culinary Therapy is transforming the way we nourish people—inside and out.

FANJOY CAPABILITY STATEMENT →

DELEGATE

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GARDNER PRODUCTIONS GROUP

Production and Advertising

Gardner Productions Group is an international commercial and video production company, based in Toronto.

Specializing in a variety of mediums for commercial, corporate and business video production, we create compelling video content for web, mobile, and broadcast media projects and campaigns. Our clients include advertising agencies, marketing companies, and B2B clients.

Gardner Productions Group works with a variety of agencies and companies internationally.

Many international companies work with Canadian companies to value the worth of their dollar, and saving funds by working with a Canadian entity.

Gardner Productions is seeking meetings with Advertising agencies, Marketing companies, and also B to B connections for corporations looking for corporate work to be produced. Our track record has attracted many international clients to our firm, and we are working on growing that business.



DELEGATE

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NOVA RAY

Innovation Advisory, Technology Services

Nova Ray is an independent product, service, and innovation advisory supporting leadership teams to make high-quality decisions about what to build, change, or invest in—when uncertainty is high and the cost of getting it wrong is real.

Founded by Niamh Redmond, Nova Ray partners with executives, founders, leadership teams, and public-sector innovators at moments of inflection. The work sits intentionally upstream of delivery, focusing on decision quality before organizations commit significant time, capital, or engineering effort.

With over 20 years of experience across startups, scale-ups, enterprise technology, and public innovation, Niamh's perspective has been shaped by work across Ireland and Europe, then Canada and the United States—supporting organizations operating at scale and serving global customers.

Nova Ray works with technology-enabled organizations across B2B and B2C contexts, where products, platforms, and services must earn trust and stand up to real-world complexity. This includes product and business strategy, systems-level analysis, and discovery and evidence generation—supporting high-stakes decisions where complexity, scale, or emerging technology introduce material risk.

As AI accelerates delivery, Nova Ray helps leaders avoid costly misalignment by aligning early on what is truly worth investing in—before momentum, tooling, or execution pressure take over.



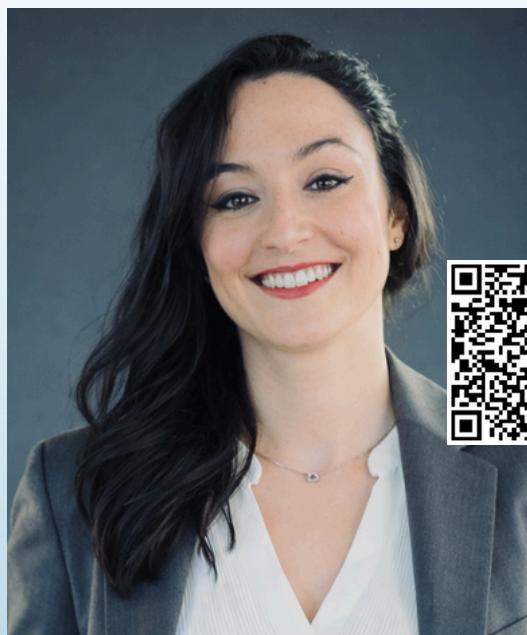
Clarity. Direction. Confidence.

Nova Ray operates as a senior, hands-on partner—not a traditional consultancy or agency—supporting leaders through critical decisions and transitions. When needed, Niamh selectively brings in trusted senior practitioners while retaining strategic oversight and accountability.

[NOVA RAY CAPABILITY STATEMENT →](#)

DELEGATE

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NUKLEO

AI-Driven Digital Transformation Agency

Your Digital Transformation and AI Partner

Nukleo is a digital transformation agency specializing in creating complete digital and artificial intelligence ecosystems. With offices in Montreal and Halifax, our mission is to make enterprise-grade AI accessible to startups, small and medium-sized enterprises, and non-profit organizations, enabling them to remain competitive in a rapidly evolving landscape.

We go beyond simple applications to design intelligent ecosystems where every digital interaction is optimized by autonomous agents. Our agentic AI approach aims to triple your return on investment, speed, and productivity by restructuring your operations around intelligent agents that continuously automate and optimize your business processes.

Our comprehensive capabilities span a wide range of services, including AI-powered websites, intelligent platforms, next-generation applications, and automated marketing solutions. We accomplish this through our three specialized divisions working seamlessly together:

- Lab: Our AI laboratory that builds the robust and flexible technological foundation for complete AI integration and intelligent automation of your operations.
- Bureau: Our strategic bureau that defines strategy, drives transformation initiatives, and measures the real impact of AI on your business performance.
- Studio: Our creative studio that uses AI to create compelling brand experiences and content at unprecedented scale and relevance for your audience.

At Nukleo, our team of passionate experts is ready to transform your vision into reality, helping you solve complex challenges, unlock new opportunities, and future-proof your digital presence. We partner with you to ensure your organization not only adopts AI but becomes a true leader in your industry.

nukleo,

NUKLEO CAPABILITY STATEMENT →

DELEGATES

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CQCC

Certified Supplier



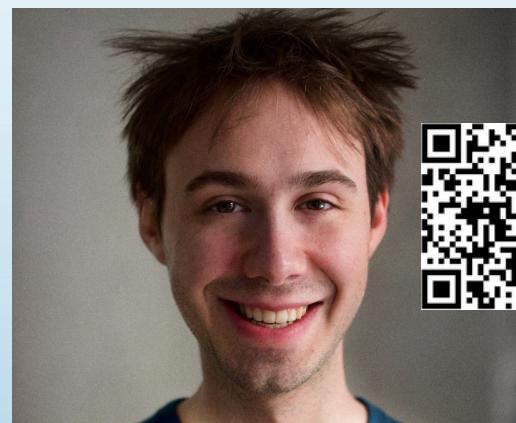
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PROTECTION INCENDIE C.D.

Specialized Construction, Mechanical

Since 1974, we have supported residential, industrial, and commercial in securing their customized, innovative fire protection solutions that meet the highest regulatory standards.

We offer comprehensive solutions for:

- Automatic sprinkler systems
- Fire extinguishers
- Fire alarm systems

Our services include:

- Design & Engineering – Code-compliant plans and studies aligned with local regulations
- Installation – Professional and efficient system integration
- Maintenance – Preventive and corrective services to ensure maximum reliability
- Inspection & Compliance – Rigorous inspections to meet the requirements of authorities and insurers

Why choose us?

- Deep knowledge of Canadian and Quebec fire safety standards (NFPA, ULC, RBQ)
- A diverse and experienced team – Experts based in Quebec alongside professionals from France, allowing us to understand and support your business needs in Canada



- A strategic partner for international companies – We already support European and U.S.-based organizations in securing their Canadian operations

PROTECTION INCENDIE C.D. CAPABILITY STATEMENT →

DELEGATE

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RECRUIT ACTION INC.

Staffing industry

Founded in 2009, Recruit Action Inc. is a leading Canadian staffing firm connecting top talent with industry-leading organizations across North America. We provide tailored recruitment solutions across **insurance, financial services, legal, technology, and customer experience**.

Fully bilingual in English and French, we deliver agile, customized staffing services that reflect the diversity of today's workforce. Our bilingual and bicultural expertise allows us to support both North American organizations and international companies navigating complex cross-border talent markets. Every placement is a strategic match designed to drive long-term business success.

Recruit Action Inc. is a **certified diverse supplier through the CQCC** and an active member of ACSESS, reflecting our commitment to professionalism, inclusive hiring practices, and ethical recruitment standards. As part of our continued international growth, Recruit Action Inc. participates in **global trade initiatives**, including the **Canadian LGBTQ+ Business Trade Mission to Paris in February 2026**, strengthening our global partnerships and cross-border recruitment capabilities.

Our Services include:

- Temporary & Contract Staffing
- Permanent Recruitment
- Payrolling Services



We go beyond filling roles — we build meaningful partnerships. Our boutique model, deep industry expertise, and human-centered approach make us the trusted choice for organizations seeking reliable, compliant, and inclusive talent solutions across Canada, the United States, and beyond.

[RECRUIT ACTION INC. CAPABILITY STATEMENT →](#)

DELEGATE

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Talent Acquisition, Human Resources, Training, Consulting

rhum.hr is an HR and talent partner for creative and innovative teams, led by founder and CEO Pierre-Luc Labbée, a seasoned creative-industry recruiter, certified coach, and people strategist and Dana Ramnarine, whose career and expertise spans venture capital, games, and software to build some of the most prolific companies in the world. With offices in Montreal, Vancouver, and Barcelona, the firm blends deep sector expertise in VFX, games, digital media, and emerging tech with tailored talent acquisition, HR consulting, and progressive leadership development services. Supporting clients in North America and Europe, our fully bilingual team of experts has a strong global network.

Expertise:

Embedded talent acquisition

- Specialization in hiring for VFX, gaming, animation, marketing, digital, VR/AR, film/TV, events, and creative tech roles.
- Full-cycle recruitment for creative and technical roles, from sourcing to offer, including executive and leadership searches.
- Recruitment marketing and talent branding tailored to creative audiences and studio/studio-like environments.
- Design of fair, inclusive, and candidate-centered hiring processes and interview structures.
- Optimization of recruitment operations, including ATS/HRIS setup, workflows, and reporting.

HR consulting & people operations

- HR audits and roadmaps that diagnose culture, structures, policies, and practices for creative organizations.



Talent development & training (atelier rhum)

- Customized workshops and learning experiences for managers, teams, and individuals in creative and innovative sectors.

Our diverse team spans consulting partners with deep expertise in leadership development, organizational transformation, and change management to grow with intention, a scalable action plan, and a focus on bringing humans together to collaborate in harmony with people, planet, and profit.

[RHUM HR CAPABILITY STATEMENT →](#)

DELEGATE

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SUPERBIA GROUP

Strategy Development, International Speaker

Unlock your company's full potential in Canada with the Superbia Group—your strategic partner for seamless expansion and lasting success. With over 15 years guiding business owners and a decade of federal government expertise, our team doesn't just offer advice; we deliver results.

Who Should Partner with Superbia Group?

If your company is ready to succeed in the Canadian market, Superbia Group is your ideal ally. We specialize in guiding businesses through every step of Canadian expansion, using a proven three-part approach:

- **Strategic Refinement:** We collaborate with your team to craft a clear, actionable strategy tailored to Canada's unique business landscape, helping you avoid the pitfalls that have challenged other major brands.
- **Values Alignment:** In today's rapidly changing global environment, aligning your corporate values with Canadian expectations is essential. We help you foster a culture that resonates with Canadians, to position your company for long-term growth.
- **Government Navigation:** Our deep expertise in Canadian government processes empowers you to master industry regulations and leverage municipal, provincial, and federal programs.

Unlocking Market Success in Canada

Navigating Canada's business environment means understanding critical organizations like BDC, EDC, IIC and free trade deals such as CETA and CUSMA. Superbia Group helps you make sense of these resources, embed your team in the right communities, and understand the nuances of doing business successfully.

Ready to turn your Canadian ambitions into reality? Partner with Superbia Group and expand your business horizons.

**SUPERBIA
GROUP**

Our CEO, The Honourable Randy Boissonnault – International Speaker

Randy Boissonnault is a Canadian business leader, policy advisor, and former federal cabinet minister with deep expertise at the intersection of the private, public and social sectors. He is a frequent speaker at policy forums and conferences. He advises organizations on strategic development, managing geopolitical risk and inclusive economic growth.

RANDY BOISSONNAULT SPEAKER'S PROFILE →

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President



WJ AGENCY

Marketing



WJ Agency is a premier Canadian marketing and communications firm that helps global organizations succeed in Canada. We specialize in supporting international brands as they enter, grow, and establish credibility in a diverse, bilingual, and regionally distinct market. Expanding into Canada requires more than opening an office—it demands local insight, cultural understanding, and strategic positioning.

Our coast-to-coast team combines global experience with deep local knowledge, bridging the gap between international brand vision and Canadian market realities. We translate global identities into marketing strategies, campaigns, and messaging that resonate across English- and French-speaking audiences, building meaningful relationships with consumers, stakeholders, media, and communities.

WJ Agency offers end-to-end support, including market entry strategy, brand localization, integrated marketing and communications, digital and social media strategy, stakeholder and media engagement, and ongoing market support. Our expertise spans research, brand development, creative direction, campaign execution, social media management, advertising, and public relations. We have helped global brands such as Orano, BHP, and K+S establish strong Canadian presences, adapting international strategies to local markets while preserving brand integrity.

Led by a senior team with decades of international experience, WJ Agency is a trusted partner for French and global companies, providing strategic, hands-on guidance to ensure confident market entry, sustained growth, and measurable success in Canada.

[WJ CAPABILITY STATEMENT →](#)

DELEGATE

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CANADIAN QUEER CHAMBER OF COMMERCE

Diversifying Canadian Business, One Connection at a Time

CQCC, Canadian Queer Chamber of Commerce, advocates for and works towards a more inclusive Canadian economy. As the only certifying body of LGBTQ owned businesses in Canada, CQCC's Certified Supplier program is internationally recognized by the EGLCC and East Meets West, global corporations, and Canadian government partners.

We are actively welcoming new corporate partners who want to help champion 2SLGBTQI+ business in Canada and around the Globe. Let us share our success with you! Connect with one of our Delegates, or visit www.queerchamber.ca, for more information.



Canadian
Queer Chamber
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CORPORATE AND GOVERNMENT MEMBERS



MEDIA MEMBERS



RESOURCE MEMBERS



DEAR CANADIAN EXPORTERS



From agriculture to aircraft, and parkas to potatoes, the world still wants what we have to export.

Since 1944, we've helped Canadian businesses thrive confidently on the global stage – even in the most unpredictable times.

Whether you're navigating currency fluctuations, need additional working capital or mitigating supply chain risks, we've got your back.

Market uncertainty may seem inevitable, but we're here to ensure you can continue to grow beyond our borders.

The world needs more Canada.
Together, let's give it to them.

Export
Development
Canada



DISCOVER MORE
edc.ca/vancouver



CQCC
Canadian
Queer Chamber
of Commerce

We bring businesses global
queerchamber.ca/programs/global-initiatives

