



# DIRECTORY OF DELEGATES

CANADIAN LGBTQ BUSINESS TRADE MISSION

Porto Alegre | March 2026





# CQCC TRADE MISSION TO PORTO ALEGRE, BRAZIL

The Canadian Queer Chamber of Commerce (CQCC) is pleased to be leading an LGBTQ Trade Delegation to Porto Alegre, Brazil, as part of a week-long program among a network of Diverse Buyers, Suppliers and Recruiters - alongside the Brazil-Canada Chamber of Commerce ([brazcanchamber.org](http://brazcanchamber.org)).

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



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

## 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 PORTO ALEGRE TRADE MISSION**

### **Directory of Delegates**

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## Podcast Production

At editaudio, we create high-quality audio and video podcasts that increase brand awareness, deepen audience trust, and drive new revenue. As the first and only full-service podcast production company owned and run by women and gender expansive people, we're built on inclusion. Our standards ensure historically marginalized voices aren't just "represented," they're centered. That's just part of the reason why brands like Google, Microsoft, Stack Exchange, and Harper's Bazaar choose to work with us. Our award-winning podcasts have been highlighted by Apple, Forbes, and Spotify, and have reached global audiences across industries.

We currently offer full audio and video podcast production and marketing to:

- **Elevate Thought Leadership:** Unlike passive scrollers, podcast listeners are engaged. As the digital landscape becomes overcrowded, establishing authentic connections with consumers is vital. We create audio and video content that fosters loyalty, grows your audience and enhances your brand's reputation
- **Boost Sales:** 86% of branded podcasts result in a lift in brand affinity, one of the strongest predictors of future purchase behavior. We create podcasts that spotlight your expertise, nurture long-term brand loyalty and connect with new leads
- **Align & Engage Internal Teams:** The way employees connect has vastly changed. We create podcasts that provide on-demand professional development, amplify leadership messaging, foster engagement, and keep teams informed on compliance and industry trends.

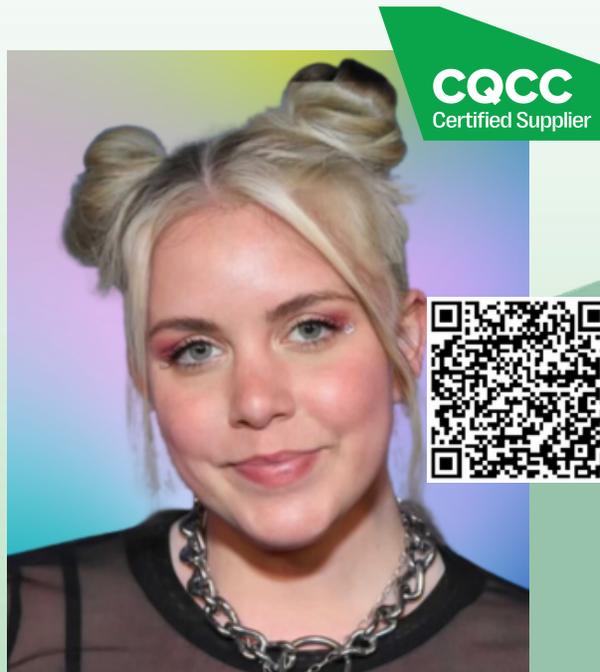
Whether you're launching your first show or scaling an existing series, our flexible approach meets you where you are and evolves with your goals. What sets editaudio apart is our proven ability to cut through the noise, crafting content that people remember, share, and act on.

### EDITAUDIO CAPABILITY STATEMENT →

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## DELEGATE

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# MELLOHAWK LOGISTICS



## Cargo Transportation

International trade depends on moving goods reliably across borders, oceans, and complex regulatory systems. A freight forwarder is a travel agent for cargo, helping companies navigate the complicated world of international shipping, including tariffs, compliance requirements, insurance, and timing across multiple countries and carriers.

MELLOHAWK Logistics is a multi-award winning, diverse-certified Canadian logistics and trade facilitation company that helps exporters and importers move products globally with with strategic trade support, helping companies understand documentation, compliance requirements, and international market logistics. With over 65 agents around the world, and over a dozen in Brazil, we can serve you in English, Portuguese, Spanish, Hindi, French, and Vietnamese.

Our strong connections in Canada, Brazil, and international markets, help MELLOHAWK focus on building trusted partnerships and supporting companies expand into new global markets. Whether coordinating complex shipments, advising on customs procedures, or supporting trade missions and business delegations, MELLOHAWK Logistics works to make international trade practical, accessible, and efficient for growing companies.

We are a proud winner of CQCC Exporter of the Year.

Your cargo is our cargo, please give us a call.

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### DELEGATE

**Peter Hawkins**  
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**Senior Vice**  
**President/Controller**

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# METHOD + METRIC

## Digital Marketing



We believe that SEO is more than just rankings and clicks, it's about driving new business opportunities and generating revenue. That's because Google and other search engines contribute 34% of all B2B sales and marketing leads. We work with you to better market your website online and help you understand your organization's technical and marketing challenges.

At Method + Metric, we believe that data should inform every facet of digital marketing. We'll help make sense of your analytics and uncover actionable insights.

### Expertise at a glance:

- **Search Engine Optimization:** From keyword strategy to technical performance, we help optimize your website to reach the right customers.
- **Data Analytics:** Uncover growth opportunities for your business through data analysis. We can help you plan, launch, and track data for a range of marketing events and functions.
- **Conversion Rate Optimization:** With CRO, we examine website data to better understand your customers' behaviours and identify the patterns that will produce more qualified leads and sales.
- **Content Marketing:** In business, there is no substitute for experience, authenticity, and trust. And we help you communicate your knowledge and expertise with your audience. A content strategy is the foundation for all digital marketing and strengthens your reputation.

Our diverse team is made up of subject matter experts in SEO, Content Marketing, Analytics, and Conversion Rate Optimization. We take work off your plate and make it easy for you to drive positive business outcomes.

### METHOD+METRIC CAPABILITY STATEMENT →

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## DELEGATE

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**CQCC**  
Certified Supplier



# NOVA RAY

## Innovation & Technology Advisory



Nova Ray is an independent product, service, and innovation advisory advising leadership teams on high-quality decisions about what to build, change, or invest in—particularly when uncertainty is high and the cost of getting it wrong is real. The work often sits at the intersection of product strategy, emerging technologies, commercial growth, and global market expansion.

Founded by Niamh Redmond, Nova Ray partners with executives, founders, and leadership teams at moments of strategic inflection. The work sits intentionally upstream of delivery, helping organizations align on the right opportunities before committing significant time, capital, or further engineering effort.

With over 20 years of experience across startups, scale-ups, enterprise technology, and public innovation systems, Niamh brings a global perspective shaped by work across Europe, Canada, and the United States. Today, Nova Ray collaborates with companies and innovation ecosystems across North America and Europe, with growing engagement in Latin America.

### Areas of Expertise

- Product and technology strategy
- Emerging technologies and AI adoption
- Customer discovery and opportunity validation
- Systems-level analysis and innovation strategy
- Product development strategy and platform scaling
- Go-to-market strategy and international market expansion

### Domains

- B2B & B2C platforms (incl. SaaS)
- Climate, CleanTech & energy transition
- Autonomous systems, robotics & mobility
- Deep-tech infrastructure and dual-use technologies
- OceanTech & the Blue Economy
- Healthcare, MedTech & human performance innovation
- AI and intelligent systems

### [NOVA RAY CAPABILITY STATEMENT →](#)

### DELEGATE

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## AI Infrastructure for Call Center Operations

### AI Infrastructure for Call Center Operations – Knowledge Base Intelligence

ORX's Knowledge Base Intelligence (KBI) is an enterprise SaaS platform that transforms fragmented organizational knowledge into structured operational workflows that both AI systems and human agents can use reliably. Many organizations deploy AI on top of messy PDFs, outdated knowledge articles, and scattered internal documentation, often resulting in inconsistent answers, hallucinations, and slow automation deployments.

KBI addresses this challenge by ingesting operational interaction data such as call transcripts, emails, chat logs, and existing knowledge bases. It identifies knowledge gaps, conflicts, and outdated information, then converts the material into clear step-by-step procedures that reflect how work is actually performed inside large contact center operations.

These structured workflows become reliable operational instructions that power knowledge bots, agent assist tools, analytics platforms, and other AI systems. The result is improved accuracy, stronger automation performance, and better explainability across large agent teams.

Designed for large contact centers managing high volumes of customer, patient, or member inquiries, ORX works with organizations across healthcare, telecommunications, financial services, and the public sector, including WELL Clinics, Oscar Pro, Ontario 811, Piedmont Healthcare, and GEHA.

### Features at a Glance

- **Smart Replies for Agents:** Real-time guidance during calls, chats, and emails, surfacing recommended responses and workflows to resolve inquiries faster.
- **AI-Powered Quality Management and Coaching:** Automatically reviews interactions and measures agent performance against operational policies and workflows.
- **Business Intelligence:** Identifies trends, operational bottlenecks, and knowledge gaps from interaction data.
- **Autonomous Agents:** Enables reliable AI agents to automate common inquiries and operational tasks using structured workflows.

### [ORX AI CAPABILITY STATEMENT →](#)

## DELEGATE

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# REL-AI-ABLE TECHNOLOGIES



REL -{ai}-ABLE

## Agentic AI Automation

We build production-grade AI agents that turn natural-language questions into live business intelligence, automate multi-step workflows, and power voice/chat experiences —so teams move faster with fewer manual steps. As a certified diverse-owned business, we pair technical excellence with an inclusive, partnership-first approach.

### What we do best

- Strategic AI consulting that aligns initiatives to measurable business outcomes.
- AI agents for data analysis & reporting (ask in plain English; get answers & alerts).
- Intelligent voice & chat agents for customer service, sales, and internal ops.
- Automations that connect tools like n8n, Make.com, and Zapier with AI to eliminate repetitive work.

### Proven outcomes

- 40+ hours/month saved for automotive marketing teams via AI-driven analytics.
- 70% reduction in manual web-data analysis using AI-driven pipeline.
- 90% time saved qualifying leads with an outbound voice agent.

### Highlighted projects

- Natural-language analytics agent: connects to your database so non-technical users get instant, trustworthy insights.
- Multilingual support & voice agents for customer engagement at scale.

### Seeking partnerships in Porto Alegreá

- Co-development with systems integrators, BPOs, and digital agencies to localize agents for Spanish/English workflows.
- Channel partners to take AI analytics and automation into enterprise and mid-market accounts.
- Pilot collaborations with data-rich organizations (retail, manufacturing, utilities, financial services).

## REAL-AI-ABLE CAPABILITY STATEMENT →

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## DELEGATE

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# SUPERBIA GROUP

## Trade Facilitation, FDI Attraction & Market Intelligence



Unlock your company's full potential in Canada with Superbia Group, your strategic partner for market intelligence, trade facilitation and foreign direct investment. Led by a former Canadian federal Minister with decades of experience in government and business, Superbia Group doesn't just offer advice, we accompany you every step of the way.

### Who Should Partner with Superbia Group?

If your company is ready to enter or expand in Canada, Superbia Group is your ideal ally. We guide your company through Canada's unique business environment using three complimentary capabilities:

- **Trade Facilitation:** From federal and provincial programs, to connecting you to the local community, we accelerate your growth in the market. Make full use of the commercial opportunities created by free trade agreements across the France/EU, Mexico/Latin America and Japan/ASEAN corridors so you can connect with the right buyers, partners and capital.
- **Government & Regulatory Navigation:** Our ministerial-level expertise in Canadian federal procurement, regulatory compliance and public funding programs ensures you move efficiently from market interest to signed contracts.
- **Foreign Direct Investment Facilitation:** We identify and structure FDI opportunities for companies seeking to establish or scale Canadian operations, including site selection, incentive mapping and introductions to institutional partners. We identify Canadian partners interested in investing in your current and future growth.

### Your Canadian Expansion, Supported by Experience

Canada's business environment rewards preparation. Understanding the difference between CETA market access and CUSMA supply chain integration, navigating federal versus provincial procurement, and leveraging funding programs available to foreign-owned Canadian entities is one of the ways we create measurable value for clients. Our Monthly Trade Corridor reports provide you with invaluable market intelligence to inform your Canadian expansion.

**Ready to turn your Canadian ambitions into results? Partner with Superbia Group.**

[HON. RANDY BOISSONNAULT](#)  
[SPEAKER'S PROFILE →](#)

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## DELEGATE

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President



# 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.

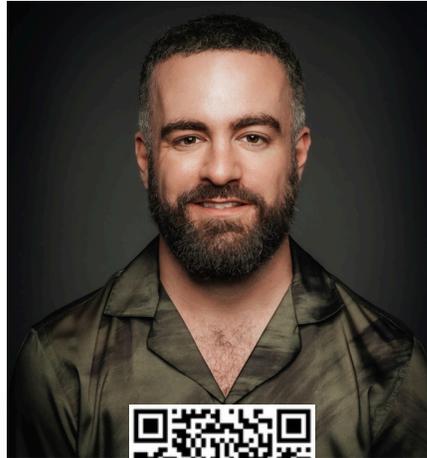
As the only certifying body of LGBTQ owned businesses in Canada, CQCC's Certified Supplier program is internationally recognized by our global affiliates, including the Colombia Diverse Chamber, and Canadian government partners.

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](http://www.queerchamber.ca) for more information.

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## STAFF



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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.**



**DISCOVER MORE**  
[edc.ca/vancouver](https://edc.ca/vancouver)



Canadian  
Queer Chamber  
of Commerce

We bring businesses global  
[queerchamber.ca/programs/global-initiatives](https://queerchamber.ca/programs/global-initiatives)

