



## **Green Exports to Africa Webinar**

**Date: August 24<sup>th</sup>, 2020**

**Time: 10 am – 11 am**

### **Agenda:**

10 am Welcome-Moderator, Dan Goldberger, Chair OSEA

10:05 am – Eyad Qudsi, Area Director, Middle East and Africa,  
Ontario Ministry of Economic Development, Job Creation & Trade

10:15 am – Diana Cartwright, Trade Commissioner, Regional Director Ont., Global Affairs  
Canada

10:25 am – Rob Graham, Director, Power, CPCS

10:45 am – Katy Baker, Executive Director, Magnet Business Portal

10:55 am – Q&A

11:00 am – Adjourn





Eyad Qudsi

Company Ministry of Economic Development, Job Creation and Trade, Ontario Government

Position Area Director, Middle East and Africa., Export Service Branch

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Eyad has over 15 years' global strategy management, international trade, and business development experience, in government and private entities. Eyad has been leading international trade development activities and strategies for many markets including North America, Europe, Middle East and Africa, he is currently leading Ontario's international export to the Middle East and Africa for many sectors including Environment, ICT Technologies, Life Science, Aerospace, Defense and Security. He has an MBA Degree and a Master of Engineering, in addition to diplomas in public relations, Project and quality Management. Eyad is fluent in English & Arabic.



Diana Cartwright has been with the Trade Commissioner Service's Regional Office of Ontario for a year, during which time she focused on helping companies in the renewable energy and smart grid sectors. She has worked with cleantech companies for over 20 years in various capacities, spent 5 years teaching in China, and is knowledgeable on Climate Finance. She has a fondness for Africa, having been born in Sierra Leone. Diana has participated in the World Summit on Sustainable Development in South Africa, and was recently in Kenya with a Ministerial Mission.



Robert is an economist with a successful track record in electricity market reform, policy and program development, subsidy and tariff design, large electricity transactions and project development. At CPCS, Rob has worked as project manager in the design of GET FIT Mozambique to support renewable energy projects in the country. He has also managed major transactions such as the sale of power generation and distribution assets in Cape Verde, the sale of companies created out of a Nigerian national utility and a hydroelectric transaction at Kafue Gorge worth \$2 billion. Prior to his role at CPCS, Rob has worked in power sector reform, institutional and regulatory development, utility corporatization and restructuring and contract negotiations, among other key areas of energy sector development.

Education: M.A., Economics, McGill University



Katy Baker is a certified international trade professional (CITP) and a CPA-CMA and has held roles within Ontario and throughout Atlantic Canada as an export development officer, operating her own Export Consultancy and more recently as the lead for the Magnet Export Business Portal, one of the largest projects of Ryerson University. Over the course of her career, she has worked and collaborated with some of Canada's top trade and economic development entities. In these roles, she worked, collectively, with over 600+ companies across multiple sectors (Bio-Science, agriculture, fisheries, clean-tech, consumer products and tourism) and world trading regions (US, China, India, Brazil, EU and UK markets) assisting client-companies' global growth ambitions.