



# BIRMINGHAM TECH WEEK & LONDON TRADE MISSION



**Calgary Economic  
Development**  
BLUE SKY CITY



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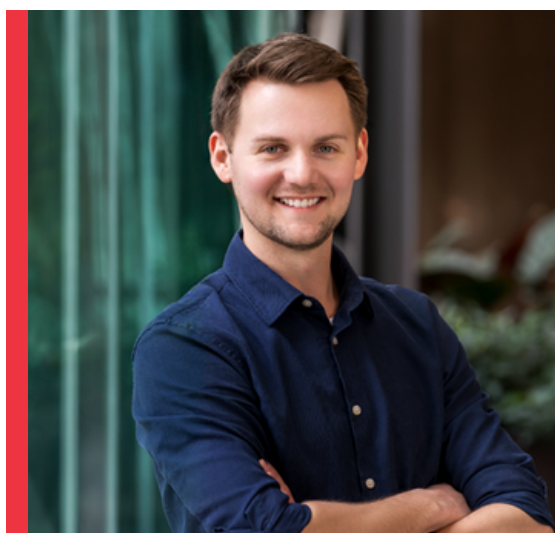
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# MISSION ORGANIZERS



**Calgary Economic  
Development**  
BLUE SKY CITY



## SHAYNE VAN DER MEER

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Shayne van der Meer is the Trade Programs Specialist with Calgary Economic Development, where he supports Alberta companies in expanding into international markets. A graduate of Mount Royal University's International Business program, Shayne brings experience in trade programming, business development, stakeholder engagement, and international market initiatives. Through his work, he collaborates with businesses, government, and ecosystem partners to create opportunities that help Alberta companies build their export capacity, enter new markets, and grow internationally.



## ROCHELLE EDWARDS

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Rochelle Edwards is the Trade Community Specialist. She has a strong background in the business ecosystem having owned and operated her own business in the Food and Beverage industry for five years. To support its growth, Rochelle participated in the Trade Accelerator Program (TAP) three years ago to learn how to export her business, gaining valuable tools and insights to scale effectively. Now, she works for TAP, helping other businesses navigate their own growth journeys. With a blend of hands-on experience, strategic knowledge, and being a very prominent influence in the business community, Rochelle is able to guide entrepreneurs toward success, providing the support needed to scale their businesses effectively.



# DELEGATE PROFILES

## TASTE THE CITY

Taste the City simplifies discovering new culinary experiences through digitally guided tasting routes. Our platform removes friction—no reservations, no guessing what to eat, no waiting for bills—making exploring local restaurants effortless, fun, and efficient. By encouraging walkability, street vibrancy, and community engagement, we help locals and visitors connect with the city while supporting restaurants and promoting sustainable, urban culinary culture.



### JOANNA PARISEAU

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# DELEGATE PROFILES

## CG HYLTON INC

Are you interested in setting up or expanding your operations in Canada? We can help. Our services are based on almost 40 years of experience and take the stress out of choosing a benefits plan, dealing with common human resources challenges, and creating a healthier, happier, and more productive workplace. You can expect outcomes like lower costs, better benefits, and higher employee engagement when you work with us.



### CHRIS HYLTON

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# DELEGATE PROFILES

## EverythingCloud

EverythingCloud is a Canadian cloud and AI cost management company helping organizations and technology partners optimize and govern consumption across Azure, AWS, Google Cloud, OpenAI, Anthropic and Microsoft Copilot. Our platform combines FinOps intelligence with actionable remediation, helping customers reduce waste, improve visibility and turn optimization opportunities into measurable results. EverythingCloud is expanding its partner ecosystem internationally, working with MSPs, cloud providers and distributors to deliver cloud and AI optimization at scale.



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# DELEGATE PROFILES

## JSI Manufacturing

JSI Manufacturing, formerly Johnson Systems Inc., specializes in electrical components, systems, and hardware for commercial and industrial lighting. With decades of experience, we are a recognized leader in lighting retrofit technology. Our expertise includes designing custom solutions to modernize outdated lighting systems, integrating advanced dimming and control technologies, and reverse engineering controllers to create reliable replacement products for legacy systems no longer supported by their original manufacturers.



**JSI Manufacturing**



### MEGAN PERCIVAL

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# DELEGATE PROFILES

## BioAro

BioAro Inc. is a Canadian Biotech company developing AI-powered precision-health solutions that integrate multi-omics, advanced computing, digital biomarkers and personalized health technologies. The company's platforms span drug discovery, genomic and multi-omics analysis, mental and cognitive health, and precision nutrition, creating an integrated ecosystem that translates complex biological data into actionable insights for healthcare, research and wellness.



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# DELEGATE PROFILES

## ITRAK 365

Trevor Nimegeers is the Founder and CEO of ITRAK 365, a Microsoft-aligned software company helping organizations modernize the frontline workforce through digital technology and AI. Under his leadership, ITRAK has evolved from its safety and compliance roots into a broader operational experience platform that connects people, processes, and data. Leveraging Microsoft Power Platform, Dynamics 365, Copilot, and emerging AI technologies, ITRAK helps industrial organizations worldwide improve safety, efficiency, and workforce engagement. Based in Calgary, Trevor works with customers and partners globally to accelerate frontline digital transformation through practical, scalable innovation.



EHS & OPERATIONS SOFTWARE



### TREVOR NIMEGEERS

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# DELEGATE PROFILES

## Buddhi Labs

Buddhi Labs is a Calgary based technology company building Cohort Brain, a decision intelligence platform for financial institutions. Cohort Brain connects financial planning, customer acquisition, risk and portfolio performance, helping institutions understand how growth decisions affect profitability and risk. Across mortgages, term loans, credit cards, bnpl, and deposits, it supports acquisition planning by segment, channel, campaign and customer funnel. Advanced machine learning and AI support behavioral forecasting, scenario analysis, early warning and executive decision support, with transparent and explainable assumptions and decision drivers.



**Buddhi Labs**



### HIMANSHU CHATURVEDI

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# DELEGATE PROFILES

## Top Draw

Top Draw is a Canadian digital marketing agency with 34 years of experience helping ambitious organizations turn marketing into measurable business growth. We work across B2B, B2C, D2C, technology, professional services, manufacturing, construction, retail and consumer brands.

Our tenured team brings together comprehensive digital strategy, paid media, SEO, GEO/AI, websites, analytics, content and conversion optimization to create connected marketing programs built around business goals. For UK organizations expanding domestically or into new markets, Top Draw helps identify opportunities, reach the right audiences and build scalable customer acquisition strategies across Canada and North America.

The logo for Top Draw, featuring the words "TOP DRAW" in a bold, black, sans-serif font, centered within a light gray rectangular background.

**TOP DRAW**



### KEN JURINA

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