



IRELAND TRADE MISSION 2025



Calgary Economic
Development



IRELAND-ALBERTA
TRADE ASSOCIATION



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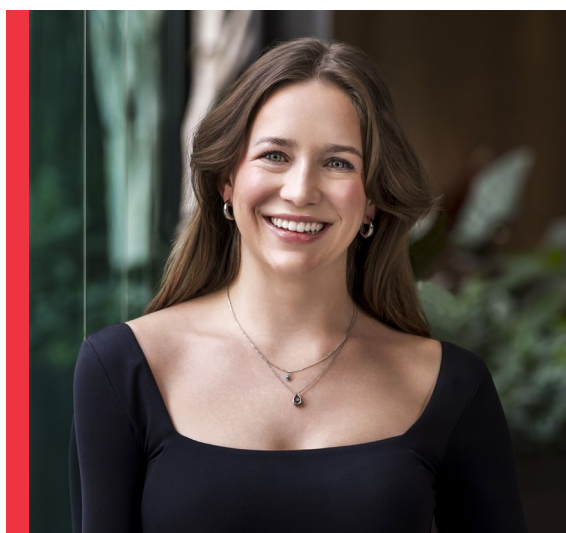
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MISSION ORGANIZERS



**Calgary Economic
Development**
BLUE SKY CITY



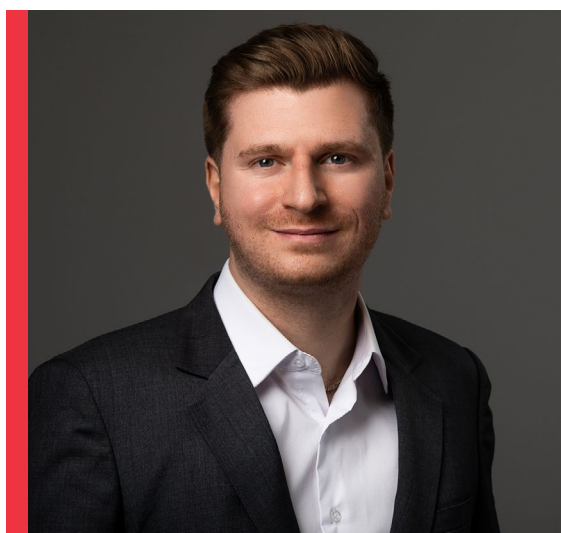
SAMANTHA HAY

Specialist, Trade
Calgary Economic Development

Email:
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Samantha is a dedicated economic development professional with a strong focus on supporting the international expansion of Calgary-based companies. Now in her third year working on the Ireland Trade Mission, she brings deep experience in building cross-border connections and creating meaningful opportunities for businesses looking to enter or grow in the Irish and broader European markets.

Samantha plays a key role in facilitating B2B engagement, identifying strategic partnerships, and guiding companies through the process of international growth. Her work is centered on helping Calgary's business community explore new markets, scale globally, and develop sustainable international relationships.



ALEX KLEVSKY

Coordinator, Trade Programs
Calgary Economic Development

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Alex plays a key role in managing all aspects of the Trade Accelerator Program, overseeing logistics, government reporting, and ensuring smooth operations at every stage. He leads process improvements and coordinates with participants, all with the goal of supporting SMEs in their international expansion.

With a Master's in International Business from Canada, Scotland, and Thailand, Alex has a deep passion for international business and is dedicated to helping SMEs go global.

www.calgaryeconomicdevelopment.com



MISSION ORGANIZERS



LAUREEN REGAN

President

Ireland Alberta Trade Association

Email:

President@IrelandAlbertaTrade.com

Laureen Regan is an accomplished entrepreneur and visionary with over 30 years of experience in strategic leadership, business development, and international trade. She has a proven ability to build and lead organizations, create and nurture cross-border business relationships, and drive innovation in both the public and private sectors.

Her expertise spans areas including stakeholder engagement, government relations, diplomacy, and conflict resolution, where she has successfully fostered partnerships that promote bilateral trade and economic growth. Laureen is skilled in identifying market trends, developing strategic alliances, and implementing programs that drive business growth, cultural exchange, and collaborative opportunities across sectors such as technology, agriculture, renewable energy, and manufacturing.

As the founder of the Ireland-Alberta Trade Association, Laureen has been instrumental in strengthening trade ties between Alberta and Ireland, spearheading high-impact trade missions and investment summits. She has worked with governments, industry leaders, and trade professionals to create new business opportunities, raise awareness, and support long-term economic development.

Laureen's experience also includes navigating complex international environments, managing high-level relationships, and promoting cultural and economic exchanges that benefit both Canada and Ireland.



IRELAND ALBERTA TRADE ASSOCIATION BOARD MEMBERS



KENT RUPERT

Board Member

Ireland Alberta Trade Association

Kent Rupert is an accomplished leader in business and economic development with over 25 years of experience. He has worked extensively with municipalities, regions, startups, and established businesses across Western Canada.

For 18 years, Kent led the Economic Development team in Canada's fastest-growing city, achieving significant growth and recognition for work in investment attraction, business development, and economic strategy. He has collaborated with businesses of all sizes, from small-medium enterprises to multinational corporations.

In recent years, Kent has focused on private consulting, specializing in foreign direct investment/export facilitation, with projects in Dubai, Doha, Vietnam, and Ireland. He has also worked on regional economic development, supply chain modeling, corporate culture change, training, economic recovery, and capacity building. Kent was the first Executive Director for the Blue Zones Project, an initiative to improve community well-being by implementing lifestyle changes inspired by the world's longest-living populations.

Kent has held leadership roles such as President of the Economic Developers of Alberta (EDA) and served on boards for the International Economic Development Council (IEDC) and the Economic Developers Association of Canada (EDAC). He is also active in his local community, serving as President of a local Food Bank and on boards for the Ireland Alberta Trade Association and the Airdrie and District Community Foundation.

Kent remains a dedicated leader in driving balanced growth and prosperity across Western Canada, committed to improving living conditions and community well-being.



IRELAND-ALBERTA
TRADE ASSOCIATION



IRELAND ALBERTA TRADE ASSOCIATION BOARD MEMBERS



THERESA M. NOLAN

Board Member

Ireland Alberta Trade Association

Theresa Nolan is a partner in Gowling WLG's Calgary office, practising in the area of commercial litigation, with a focus on product liability, professional liability, directors and shareholder disputes, class actions and commercial construction litigation.

Originally from Ireland, Theresa relocated to Canada in 2013. Before moving to Canada, she worked for a large Fortune 100 company in its European headquarters in Ireland. Prior to joining Gowling WLG, Theresa worked for a mid-size Calgary firm. Theresa is also licensed to practise law in the State of California.

Theresa has a breadth of experience in, among other things, defending product liability claims in utilities and oil field products, technology, food and agriculture, and other industries, defending claims brought against construction professionals, disputes involving breach of contracts and torts, and privacy law matters.

Theresa has represented clients before the Court of King's Bench in special chambers hearings and judicial review matters and has appeared in various administrative proceedings. Theresa has also advised clients with respect to alternative dispute resolution, including private mediations, court-assisted judicial dispute resolution, and arbitrations.



ÁINE KEOGH

Board Member

Ireland Alberta Trade Association

Áine Keogh is Director and Head of Sustainability at Grant Thornton where she is leading the firm and its people on their journey to net zero. A dual Irish-Canadian citizen, Áine has divided her life and career between Ireland and Alberta, and deeply understands the potential and economic opportunities that both regions present for one another. She also appreciates the cultural alignment that both Ireland and Alberta share in terms of agility, hospitality and the fun that their people bring to business interactions. Áine holds a BA in Environmental Science from Trinity College Dublin, Master of Science in Sustainable Development from TU Dublin and an MBA from the University of Calgary.



IRELAND-ALBERTA
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MISSION CONSULTANT

P2 Capital



JOHN CLARK

Founding Partner
P2 Capital

Email: jc@p2.xyz

A seasoned venture builder and corporate operations leader, John brings over 20 years of global experience at the intersection of technology, entrepreneurship, and investment. As a Founding Partner at P2 Capital—a venture finance firm focused on dual-use technologies—he also plays a key role at Fulcrum5, a collaborative platform featuring a summit series, incubator, and accelerator advancing frontier technologies in security and resilience.

John holds postgraduate credentials in Corporate Sustainability & ESG (TU Dublin), Information Technology (Seneca College), and a BA in Sociology (Bishop's University). He has founded and scaled ventures across AI, data, aviation, consumer goods, and enterprise tech—including Spark (Startup of the Year 2023) and World Air Operations—consistently turning bold ideas into operational success.

He actively contributes to global venture ecosystems as a mentor, instructor, and course developer with Enterprise Ireland, and has held advisory roles with Dublin Business School, ReApra Ventures (Singapore), TechStars, Affinity Ventures (London), and Nadia Partners (New York).

John previously held senior roles in enterprise tech, including GM, North America at CAMMS (GRC software), and Global Sales Manager at IBS. He brings a unique blend of strategic insight and hands-on leadership to support the next generation of dual-use and deeptech ventures.

P2 is a venture capital firm that applies a disciplined, private equity-inspired approach to strategically and financially support AI & Data-Driven B2B scale-ups in achieving global market success. P2 has the direct experience in AI & Data to pick winners. Coupled with leading €250M in scale-up tech investments, averaging 3x CoC returns, our expertise and successes are unparalleled and unique in the Irish ecosystem.



DELEGATES PROFILES

MY NORMATIVE

Danika co-founded and is the CEO of My Normative, a health research platform that specializes in working with innovators to disrupt the sex and gender data gap. In addition to her role as CEO, Danika holds chair and expert advisor roles with the United Nations Office of Outer Space Affairs, the Women's Health Coalition of Canada, Healthcities, and the Commonwealth Businesswomen's Network. For the past 15+ years she's worked globally focusing on health equity advancement —winning awards and recognition from Telus and The Future of Good, DMZ Woman of the Year, FemTech Analytics, Femtech Focus, and more.

My Normative is an innovative data collection and analysis platform that empowers researchers, healthcare systems, and clinical organizations to integrate sex and gender variability into health research at scale. By decentralizing data collection and embedding privacy and equity into every step, My Normative enhances research impact, accelerates discovery, and improves health outcomes.



MYNORMATIVE

DANIKA KELLY

Co-Founder and CEO
My Normative

Email: danika@mynormative.ca
Website: www.mynormative.com



DELEGATES PROFILES

MICRO ENGINEERING TECH INC.

Born in 2010, Micro Engineering Tech Inc. (METI) is a forward - looking company that sees opportunities in challenges. We empower our teams and provide them a fair opportunity to solve these challenges to build a stronger organization for today and for the future.

Micro Engineering Tech Inc. (METI) is a pioneering, digital transformation solutions and services provider. We utilize the latest technology in laser scanning, cameras, navigation sensors, UAV, GNSS, data analytics, artificial intelligence, navigation solutions, software as a service, cloud-based solutions for creating HD maps and localization for autonomy and capital asset management. The solutions are multiple dimensions through integration of the 3D derivative products from the HD maps with METI Internet of Things (IoT) platform called Smart Infinity Dimensions (S ∞ D) that acquire/stream historical and real time data from various sources and sensors (vibration sensors, strain gauges, accelerometers, inclinometers and document digitalization)



AHMED ABDELWAHAB

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Micro Engineering Tech Inc.

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DELEGATES PROFILES

JAMBO

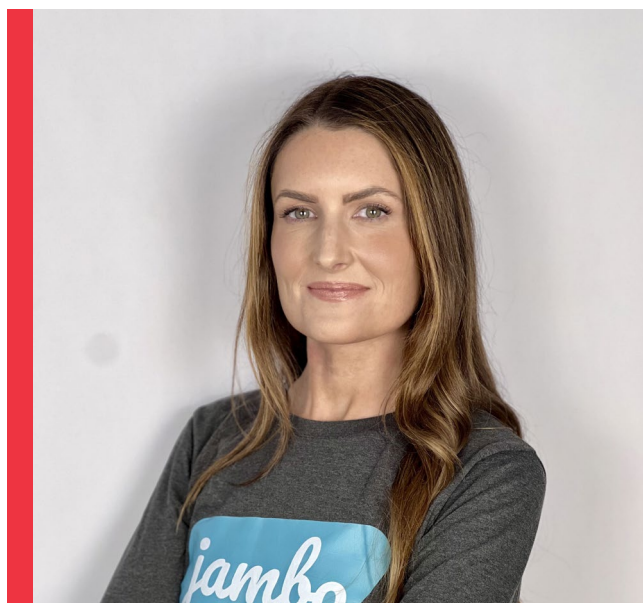
Jambo is Stakeholder Relationship Management (SRM) software designed to simplify stakeholder engagement for organisations and governments worldwide. With Jambo, you can quickly log and track all your stakeholder and community information and your interactions with them in one secure location. This centralised approach creates a single source of truth for all your engagement data, making it easier to manage and report on your relationships with stakeholders and communities.

Traditional spreadsheets and CRMs often struggle to manage the complex workflows involved in managing and reporting on stakeholder engagement data. That's why Jambo was designed to provide a comprehensive solution that addresses these unique challenges.

With Jambo, you can: create a single source of truth for all your stakeholder information and engagement records.

Reduce data silos and create consistent records that improve your data management and reporting.

Minimise the risk of missing information, duplicate work, forgotten commitments, or an inability to report on engagement.



EILBHE KENNEDY

Head of Marketing
Jambo

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Website: www.jambo.cloud



DELEGATES PROFILES

VANTERRA HUMAN RESOURCES

Vanterra Human Resources partners with organizations to provide customized HR solutions that facilitate organizational change and promote leadership and employee development.

We also specialize in offering individuals personalized support through every career transition, whether you're navigating your first 90 days in a new role or making a career change.

With diverse expertise across various industries and disciplines, we deliver innovative solutions tailored to the unique needs of both teams and individuals.



ROSELYN HIMANN

CEO

Vanterra Human Resources

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Website: www.vanterrahr.com



DELEGATES PROFILES

ARCHETYPE DEVELOPMENTS INC.

A niche real estate development company focusing on investing and constructing bespoke residential communities within the Calgary area.

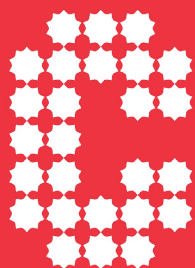
Through a subsidiary, Archetype Developments Inc. operated a logistics company in British Columbia over the past four years.



JOE QUINN

CEO,
Archetype Developments Inc.

Email: joe.quinn@shaw.ca



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