



English version



**PONT-BRIDGE**

BRIDGING AFRICA TO THE WORLD

# SUMMARY

1

ABOUT US

2

OUR SERVICES / MANDATES

3

OUR APPROACH

4

OUR TEAM

5

CONTACT DETAILS

## 1- ABOUT US

Pont-Bridge Canada is a Canadian firm specializing in business development, investment promotion and government relations to strengthen economic cooperation between Canada and Africa.

Our team has earned a solid reputation for its practical, multi-level approach to government relations and stakeholder management. Our approach involves strategic planning, creative solution design, pre-positioning and focused follow-up.

Our team has a better understanding of how governments work and has the provincial and federal experience and networks to provide our clients with assistance in virtually every sector.



## 2- OUR SERVICES / MANDATES



**INVESTMENT  
PROMOTION**

*More info>>>*

**BUSINESS  
DEVELOPMENT**

*More info>>>*

**GOVERNMENT RELATIONS  
/PUBLIC AFFAIRS**

*More info>>>*

**STAKEHOLDER  
MANAGEMENT/SOCIAL  
ACCEPTABILITY**

*More info>>>*

**RESEARCH AND  
DEVELOPMENT**

*More info>>>*



### 3- OUR APPROACH



#### SUPPORT

Organize meetings and economic missions between African and North American governments, delegations and the private sector, with the aim of improving economic development and exploring investment opportunities.

Advise government and private sector members on key decision makers and stakeholders in North American governments and government structures.

#### PLANNING

Government relations and investment promotion activities must be carried out with rigor and discretion. Before starting the process, various means must be implemented through the DEVELOPMENT OF A GOVERNMENT RELATIONS AND INVESTMENT PROMOTION PLAN.

#### INVESTMENT FORUMS

We propose to organize for you, on an exclusive basis, five forums per year for the promotion of high-level investments in five major world business metropolises: MONTREAL - TORONTO - MIAMI - PARIS - BUENOS AIRES.

Heads of State and delegations, senior executives from the private sector, leaders of international organizations, investment funds and members of civil society gather each year for our events to discuss the major issues affecting our world.

## 4- OUR TEAM



**Yaye PEUKASSA**  
Chairman & CEO

Expert in business development, strategic partnerships and government relations, with a degree in human sciences and a major in history. Solid experience in business development, government relations and business financing.

His experience has led to his election to the Board of Directors of the Ottawa Business Association (RGA)

[More info>>>](#)



**Danny RENAUD**  
Communication and public relations expert

Danny RENAUD holds an MBA and has worked in the field of business, communications and public affairs for over 25 years. With an extensive network that spans all Canadian provinces, he has a unique ability to understand the issues inherent in the development of government policy.

[More info>>>](#)



**Claude-Éric GAGNÉ**  
Senior consultant & political strategy expert

A seasoned political strategist with a vast network of contacts, Claude Éric Gagne is always on the lookout for the political agenda and directions. Respected by all parties and all players, this seasoned advisor anticipates issues, societal trends and opinion movements so that elected officials, public and private decision-makers, as well as members of the media and polling firms solicit.

[More info>>>](#)

## 4- OUR TEAM



**Matthew CONWAY**  
**Senior Advisor**

Matthew has over 10 years of experience in the public sector. He has developed expertise in stakeholder relations, issues management, communications and policy development. He has extensive experience working with the Government of Ontario and negotiating major agreements between levels of government and stakeholders.

*[More info>>>](#)*



**Marc ROUSSEAU**  
**Expert in financing and  
government affairs**

Marc Rousseau has extensive experience in business and investment banking. He has worked at the Business Development Bank of Canada as Senior Director of Business Development. At the same time, he pursued a military career from 1981 to 2004 as an infantry officer with the Canadian Armed Forces.

*[More info>>>](#)*



**Philippe ANGERS**  
**Senior Consultant**

A graduate in political science and economics, Philippe Angers has over thirty years of experience in communications, networking, philanthropy and fundraising. He has held various management positions for private, public, political and charitable organizations. He has served as a special advisor to Canada's Ministry of Economic Development. He is also very familiar with the administrative field related to health.

*[More info>>>](#)*

## 5- TO CONTACT US



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