JEAN-BERNARD RUGGIERI
CHIEF REPRESENTATIVE – HEAD OF MIDDLE EAST & AFRICA
GLOBAL BUSINESS DEVELOPMENT
EXPORT DEVELOPMENT CANADA

Mr. Ruggieri joined Export Development Canada in April 2014 and has more than 15 years of experience in international trade finance, banking, business development and team management. In September 2015, he was appointed Chief Representative, Africa, with the goal of leading EDC’s efforts at trade promotion, facilitation and creation in support of Canadian exporters and investors for the Africa market and opened the first EDC’s representation in this continent. In June 2019, he accepted an extended role as the lead of the newly merged Middle East & Africa region.

Prior to this, Mr. Ruggieri headed EDC’s Toronto-area sales team for Commercial Market and Small Business clients, prospects and partners.

Mr. Ruggieri started his career in France, working as sales manager and branch manager for two local banks, but quickly demonstrated a talent for international finance and trade. Before joining EDC, Mr. Ruggieri worked for the National Bank of Canada and CIBC, where he headed the trade finance sales departments for each of those institutions, using his skills and knowledge to help Canadian companies grow their international trade activities.

Mr. Ruggieri is a graduate of Paris 1 – Panthéon-Sorbonne University (MBA), Paris, France. During his stint at EDC’s Toronto office, he also accepted the role of part-time instructor in Trade Finance and International Banking and Finance, at Seneca College.

EDC is Canada’s trade finance agency, providing financing and insurance solutions locally and around the world to help Canadian companies of any size respond to international business opportunities. As a profitable Crown corporation that operates on commercial principles, EDC works together with private and public-sector financial institutions to create greater capacity for Canadian companies to engage in trade and investment.
Mr. Mourad joined Export Development Canada in August 2019 and has more than 15 years of experience in Corporate and Institutional Banking coverage spanning corporate lending, project finance and debt capital markets originations as well as trade finance. His role at Export Development Canada consists in co-leading EDC’s efforts at trade promotion, facilitation and creation in support of Canadian exporters and investors for the Middle East.

Mr. Mourad started his career in Lebanon, working as Corporate Relationship Manager for Banque Nationale de Paris (BNP Paribas now) where quickly demonstrated a talent for business development. He then relocated to the GCC where he has worked for both regional and global banks. Before joining EDC, Mr. Mourad helped as Senior Executive Officer Lebanese lender Bankmed s.a.l set-up regional corporate banking operations in DIFC. Prior to that he was Head of Corporate Coverage for MUFG Bank, DIFC branch.

Mr. Mourad is a Master degree graduate in International business from ISCID-Co International Business School, Dunkerque, France.

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