



**VERITAS FACT-FINDING SERIES - EPISODE 109**  
**TUESDAY, MAY 16<sup>TH</sup>, 2023 – 11:30AM EST**



**FLAVIO VOLPE**  
**President – Automotive Parts Manufacturers' Association (APMA)**

Flavio Volpe is an internationally recognized champion of Canada's automotive industry. Representing the interests of suppliers at home and abroad, he proudly leads the Automotive Parts Manufacturers' Association (APMA) - Canada's national association representing original equipment suppliers to the worldwide automotive industry.

Working closely with officials in Ottawa, Washington and Mexico City during the 2017-19 NAFTA renegotiations, he led the industry's effort to secure a dramatic and unprecedented increase in Regional Value Content for automotive suppliers in the new USMCA.

Flavio speaks regularly on behalf of industry interests and is a sought-after voice by leading global publications including The Economist, New York Times, Bloomberg, Wall Street Journal, BBC, CNBC, Globe and Mail and Washington Post. He was recognized as the top Industry Leader in the 2017, 2018 and 2019 editions of Automotive News Canada's All-Stars.

In response to the Prime Minister of Canada's call to action for a zero-net emission economy by 2050, Flavio launched APMA's Project Arrow. An ambitious plan to build an all-Canadian, zero-emissions, lightweight, technology demonstration concept vehicle by 2022, it was launched to national coverage at CES2020.

Previous to APMA he served as Managing Director, Canada of WIRSOL AG, the EU's largest privately-held solar photovoltaic energy developer, and as Chief of Staff to the Ontario Minister of Economic Development and Trade.

Flavio holds a Master's in Business Administration from the Schulich School of Business at York University and a Bachelor's degree in International Relations from the University of Toronto.