



**4th Franco-Ontarian Forum**

# **Labour Market Alignment, Skills, and Partnerships**

**June 19, 2026 | The Quay (Toronto, Ontario)**

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**Ontario** 



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Welcome to eCampusOntario's

**4th Franco-Ontarian Forum**

# Labour Market Alignment, Skills, and Partnerships

Since 2024, the Franco-Ontarian Forum has brought together faculty members, administrators, leaders and decision-makers, research staff, and partners from the postsecondary sector to exchange, share practices, and co-create concrete solutions in Francophone higher education.

For this 4th edition, the Forum returns to its roots in Toronto and will explore a central question: how can Francophone higher education be better aligned with the needs of the labour market—today and in the years to come?

## About eCampusOntario

eCampusOntario is a not-for-profit organization that accelerates the transformation of postsecondary digital learning in Ontario to increase participation in higher education. eCampusOntario leads a consortium of the province's publicly-assisted colleges, universities and Indigenous institutes to advance the development and adoption of online and digital learning technologies, programs and environments.

### Land Acknowledgement

We acknowledge the land we are meeting on across Ontario. The eCampusOntario offices are located on the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that land is covered by Treaty 13 with the Mississaugas of the Credit.

## Conference Tracks include:



### Labour Market Alignment and Data in Francophone Education

How can institutions use labour market information to better align their programs and curricula with current and emerging skills needs?



### Upskilling in the Defence Sector and Training in Priority Sectors

How can Francophone learners be prepared for priority industries through targeted upskilling, micro-credentials, and workforce development strategies?



### Research and Innovation Partnerships

How can partnerships between institutions, industry, and sector stakeholders support applied research and economic development within Ontario's Francophone community?



# Featured Presenters:

## Keynotes



### **Vincent Caron**

**Vice President, Policy Ontario Chamber of Commerce**

With nearly two decades of experience in public affairs across government and industry, Vincent has built a strong track record in policy development, stakeholder engagement, and advocacy on behalf of Ontario's business community.

Since September 2025, he has served as Vice President, Policy at the Ontario Chamber of Commerce (OCC), Canada's largest provincial chamber of commerce. In this role, he helps shape the OCC's policy agenda and supports its work to convene, mobilize, and empower businesses and local chambers in pursuit of inclusive and sustainable prosperity for Ontario.

Prior to joining the OCC, Vincent was Vice President, Ontario Government Relations and Member Advocacy at Canadian Manufacturers & Exporters. There, he played a key role in advancing sector priorities, including securing the implementation and expansion of the Ontario Made Manufacturing Investment Tax Credit during a period of significant economic disruption.

Vincent brings over 15 years of experience in federal and provincial government. He has advised six federal ministers across several departments, including Industry Canada and Public Safety Canada, where he led the implementation of the Canada–U.S. Beyond the Border Action Plan. He has also worked in corporate affairs at the LCBO, one of the world's largest purchasers of beverage alcohol.

Originally from Quebec City, Vincent holds a master's degree in public policy from the University of Bristol. He is a proud father of two daughters.



### **Solange Strom, MBA**

**Board President, Alliance Française de Toronto,  
Country Manager, Rosée Cosmétiques Canada**

Currently serving as Country Manager for La Rosée Cosmétiques Canada, Solange Strom brings more than 25 years of experience leading growth, brand transformation, and retail expansion across North America.

Throughout her career, she has held senior leadership roles with internationally recognized brands including Boiron, L'Occitane en Provence, and Repetto Paris across Canada and the United States. Notably, she served as CEO of L'Occitane Canada, where she played a key role in expanding the company's national retail and wholesale operations and pioneering its early omni-channel strategy in Canada. She later served as CEO USA & Canada for Repetto Paris, overseeing the company's North American retail, wholesale, and growth strategy. Passionate about mentoring the next generation of retail leaders, Ms. Strom also serves as a guest lecturer in Leadership in Retail at the Ted Rogers School of Management at Toronto Metropolitan University.

Born in France, she remains deeply committed to supporting the French community in Canada through her longstanding volunteer involvement. She is the former Chair of the Board of the French Chamber of Commerce in Toronto and currently serves as President of the Board of the Alliance Française de Toronto. She is also a recipient of France's Ordre national du Mérite.



# Featured Presenters:

Hosted by



## **Eunice Boué**

**Executive Director, Toronto French Book Fair,  
President and Founder, U-Event (Event Communications & Public Relations Agency)**

Eunice Boué is a communications professional, entrepreneur, leader, and master of ceremonies recognized for her expertise in communications, event hosting, and public relations.

With more than 15 years of experience, she hosts major corporate, institutional, and international events, including forums, conferences, galas, festivals, award ceremonies, and masterclasses.

As an Ambassador of the Francophonie of the Americas and a finalist for the 2024 GAF Award, she also serves as Executive Director of the Toronto French Book Fair, where she contributes to the promotion and visibility of Francophone literature and cultures. Eunice is also the founder of U-EVENT, a Toronto-based agency specializing in event communications and public relations.

Highly engaged in community and institutional leadership, Eunice Boué is President of the RelèveON Awards, Vice-President of the Canadian Club of Toronto, a board administrator at the Université de l'Ontario français, a radio columnist on CHOQFM, and a communications instructor at Collège Boréal Toronto.

Through her various roles, she actively contributes to the growth and visibility of cultural, educational, and economic initiatives on both national and international stages.

For corporate, institutional, and professional events, Eunice Boué stands out as a trusted reference in communications, event hosting, and public relations.



# Featured Presenters:

## Special Guests



### **Alice Fomen, PhD**

**Professor at Université de l'Ontario français and Director of the Adopt-IA Lab**

Alice Fomen holds a PhD in Educational Technology from Université Laval and is an Assistant Professor at Université de l'Ontario français. Her research interests focus on inclusion in school settings, technology acceptance, and the professional integration of newly immigrated teaching staff. She is the founder of the Alliance pour une communauté éducative inclusive (ACEI Canada), founder of Réseau éducatif Seeva, and co-founder of the Franco-Ontarian private school Louis Legrand (Hamilton).

Alice currently leads the Adopt-IA Lab, a laboratory dedicated to examining the uses of generative artificial intelligence in elementary and secondary education.

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### **Guillaume Lorin**

**CEO, Coopérative Radiophonique de Toronto**

Guillaume Lorin is the CEO of the Coopérative Radiophonique de Toronto, which manages the media CHOQFM 105.1, the only French-speaking community radio station in Toronto, and the web portal GrandToronto.ca. He has held this position since February 2022. Arrived in Canada in 2015 after a ten-year career in the art market in Paris, he first joined the station's team as a volunteer, before climbing the ranks as a morning show host, director, and then programming director. Armed with a double master's degree in history and art history, he combines expertise in project management and digital communication

with an intimate knowledge of the Franco-Toronto landscape. Under his leadership, CHOQFM accelerated its digital transition and strengthened its mission as a "connector" between the various Francophone communities in the city, striving to create a more youthful, entertaining, and inclusive offering. Committed to the vitality of the linguistic minority, he works to make the station a true community and educational hub, capable of reflecting the economic and cultural diversity of French speakers in Ontario.

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### **Hela Zahar**

**Associate Professor and Lead, Digital Cultures Research and Studies Hub  
Université de l'Ontario français**

Hela Zahar is a professor of digital cultures at the Université de l'Ontario français. She holds a PhD in urban studies from INRS (Montreal) and a PhD in film studies from the University of Tunis and Sorbonne Nouvelle University (Paris). She is a research member of the Chair in Francophone AI and Digital Technology and the Interdisciplinary Research Centre for the Operationalization of Sustainable Development. She directs the research and studies unit and the Media Lab in digital cultures at the UOF. Her work focuses on digital visual cultures, ecological imaginaries, transformations in media communication, and the visibility policies of the Francophonie in the age of artificial intelligence.



# Featured Presentations

## Keynotes

10:00 AM – 10:50 AM

### **Workforce Development, Economic Growth and Francophone Talent in Ontario**

In the context of a rapidly changing labour market, this keynote speech will touch on issues relating to workforce development, economic growth and the future of Francophone talent in Ontario. Through a personal journey between France and Canada, this keynote will provide food for thought on the importance of bilingualism, human skills and adaptability in an increasingly digital, global and intercultural economy. The talk will also stress the Francophonie's strategic role in opportunity creation, leadership and innovation in Ontario.

- **Solange Strom, MBA**, Board President, Alliance Française de Toronto, Country Manager, Rosée Cosmétiques Canada

2:40 PM – 3:30 PM

### **Developing Talent for the Economy of Tomorrow**

This closing keynote speech will propose strategic reflection on developing Francophone talent to serve tomorrow's economy.

Taking a macroeconomic and regional perspective, it will examine where the main growth opportunities lie in Ontario—from the mining-focused north to the skilled trade-oriented southwest, without forgetting the east.

The presentation will also highlight a central issue: talent mobility. How can we better connect talent pools to labour market needs, and how can we reduce barriers—particularly interprovincial ones—to foster a more fluid and inclusive labour market?

This speech will invite participants to think about the conditions needed to build an ecosystem in which Francophone talent can train, move and fully contribute to Ontario and Canada's economic prosperity.

- **Vincent Caron**, Vice President, Policy, Ontario Chamber of Commerce



**4th Franco-Ontarian Forum**

# **Program**

## Conference Tracks

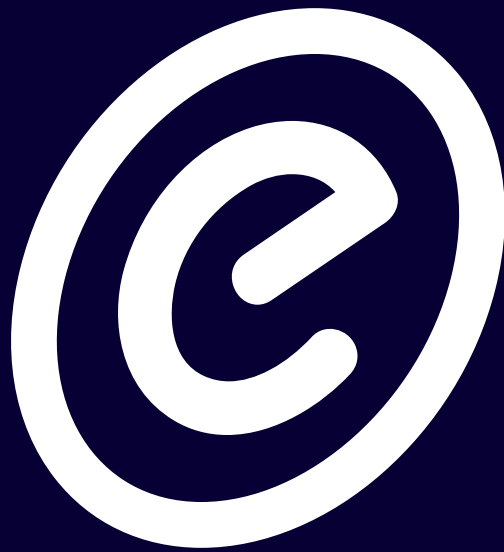
 <b>Labour Market Alignment and Data in Francophone Education</b>	 <b>Defence Sector Upskilling and Priority Sector Training</b>	 <b>Research and Innovation Partnerships</b>
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TIME	SESSION	
8:45 AM – 9:30 AM	<b>Registration &amp; Breakfast</b>	
9:30 AM – 10:00 AM	<p><b>Welcoming Remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Eunice Boué</b>, Executive Director, Toronto French Book Fair, President and Founder, U-Event (Event Communications &amp; Public Relations Agency)</li> <li>• <b>Robert Luke</b>, CEO, eCampusOntario</li> </ul>	
10:00 AM – 10:50 AM	<p><b>Keynote:</b> <b>Workforce Development, Economic Growth and Francophone Talent in Ontario</b> </p> <ul style="list-style-type: none"> <li>• <b>Solange Strom, MBA</b>, Board President, Alliance Française de Toronto, Country Manager, Rosée Cosmétiques Canada</li> </ul>	
10:50 AM – 11:10 AM	<b>Break</b>	
11:10 AM – 12:00 PM	<p><b>From Education to Employment: Building Workforce Pathways in Francophone Ontario</b> </p> <ul style="list-style-type: none"> <li>• <b>Charlene Marion</b>, Executive Director, CEWIL Canada</li> <li>• <b>Jean-Pierre Giroux</b>, President, Excellence in Manufacturing Consortium</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Shahrzad Mirzaei, Ph.D.</b>, Digital Learning Associate, eCampusOntario</li> </ul>	<p><b>Microcredentials and workforce alignment</b></p> <ul style="list-style-type: none"> <li>• Led by eCampusOntario team</li> </ul>
12:00 PM – 1:00 PM	<b>Lunch</b>	
1:00 PM – 1:40 PM	<p><b>Research, Media, and Artificial Intelligence: Building the Future of Francophone Communities</b> </p> <ul style="list-style-type: none"> <li>• <b>Alice Fomen, Ph.D.</b>, Professor at Université de l'Ontario français and Director of the Adopt-IA Lab</li> <li>• <b>Guillaume Lorin</b>, CEO, Coopérative Radiophonique de Toronto</li> <li>• <b>Hela Zahar</b>, Professor and Head of the Studies and Research Hub in Digital Cultures, Université de l'Ontario français</li> </ul>	

## Conference Tracks

 <b>Labour Market Alignment and Data in Francophone Education</b>	 <b>Defence Sector Upskilling and Priority Sector Training</b>	 <b>Research and Innovation Partnerships</b>
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TIME	SESSION
1:40 PM – 2:00 PM	<b>Break</b>
2:00 PM – 2:40 PM	<p><b>Building a Resilient Workforce for Priority Sectors</b> </p> <ul style="list-style-type: none"> <li>• <b>Florence Touré</b>, Vice President, Programs and Partnerships, Colleges and Institutes Canada</li> <li>• <b>Commander Maxime Maugeais</b>, Commanding Officer, Naval Training Group Headquarters, Royal Canadian Navy, Canadian Armed Forces</li> <li>• <b>Marc Caroll Dupuis</b>, Head of Strategic Partnerships &amp; External Affairs, Centre for Arctic Knowledge (CMN – Government of Canada)</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Cyrièle Kiening</b>, Senior Associate, Partnerships, eCampusOntario</li> </ul>
2:40 PM – 3:30 PM	<p><b>Keynote:</b> </p> <p><b>Developing Talent for the Economy of Tomorrow</b></p> <ul style="list-style-type: none"> <li>• <b>Vincent Caron</b>, Vice President, Policy, Ontario Chamber of Commerce</li> </ul>
3:30 PM – 3:35 PM	<p><b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>• <b>Eunice Boué</b>, Executive Director, Toronto French Book Fair, President and Founder, U-Event (Event Communications &amp; Public Relations Agency)</li> <li>• <b>Robert Luke</b>, CEO, eCampusOntario</li> </ul>
3:35 PM – 4:30 PM	<b>Networking Social</b>



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