The Fourth AEM-Canada Consultations - Kuala Lumpur, Malaysia
Economic Ministers from the ten ASEAN members states, the CABC, and Christine Hogan, the Canadian Deputy Minister of International Trade, met in KL for the 4th AEM-Canada Consultation.
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CABC Member Spotlight & Welcome to New Members
Our member spotlights of the quarter: Singer Valve. The CABC is also thrilled to welcome McCarthy Tétrault.
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CABC’s New Associate Director, Greg Ross
A University of Victoria graduate and proud Albertan, Greg will be working on business development and member relations.
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Upcoming Publications & Projects
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The Next Step for Stronger Canada-ASEAN Ties: Building People-to-People Links.
Our first thought piece from the University of British Columbia.
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Upcoming CABC Events
Two upcoming events include a Post-Election Analysis with Jean Charest, the 2015 CABC Annual General Meeting and a follow up to our 2014 Infrastructure Event.
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Canadian Companies Making an Impact
A brief summary of some of the recent CSR initiatives by our members.
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CABC Office in Canada
Meagan Adamson will be leaving the Singapore office to head a new CABC office in Canada
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Notice of CABC Member Structure Changes
Starting January 1, 2016, the CABC will have a tiered membership structure to better represent our members and accommodate the growing council.
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The Trans-Pacific Partnership
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Over the past 6 months, the CABC has focused on increasing our impact and voice within the ASEAN and Canadian governments. These efforts include opening a dialogue with National governments as well as increased involvement in regional bodies such as the ASEAN-Business Advisory Council (ABAC). The council’s efforts on this front recently lead to some great advances, including the Council’s first private consultation with Christine Hogan, Canada’s Deputy Minister of International Trade, and a presentation to all 10 ASEAN Ministers of International Trade at the annual Canada/AEM dialogue.

In his private discussions with Christine Hogan, Mr. Wayne Farmer highlighted the CABCs past successes and goals for the future. Chief among these is the future establishment of a CABC office in Canada. Mr. Farmer also raised the idea of having the Ministry of Trade provide resources to support and collaborate with the CABC on its events and initiatives.

On the ASEAN front, the CABC was again invited to participate in a private consultation between the Canadian Government and the 10 ASEAN Ministers of International Trade. In his dialogue to the ASEAN Ministers, Mr. Farmer highlighted a number of our member companies and their social and economic impact within ASEAN. Overall, the meeting was a great success and the CABC received personal commendations about several of our events and initiatives from many of the Ministers.

At the end of the meeting, the Ministers recommended that the CABC provide them with a letter of key recommendations from the Canadian private sector on the ASEAN Economic Community – post 2015. The focus of this letter would be to highlight specific policy, trade or other issues affecting our membership’s ability to build and grow within ASEAN. The Ministers have asked that this letter be sent to them by the end of the year. We are very optimistic about the Ministers’ desire to engage with the CABC and its members in this manner.

To this end, we are asking all members of the CABC to submit their top concerns /comments on issues most affecting their business within ASEAN. As this letter will be submitted to all the Ministers within ASEAN, we would ask that you try to steer away from country-specific issues where possible and focus on issues affecting trade, development or operations common to the region.

Due to the nature and volume of responses we expect, please submit these concerns by the end of October so we can collate and draft a response. Thank you and I look forward to hearing from all of you.

Sincerely,

Dr. Shawn Watson
Executive Director, CABC
execdirector@canasean.com

CABC SMU Scholarship

Singapore Management University (SMU) has generously offered CABC members access to three scholarships. The scholarship will cover 20% of any SMU program, including their prestigious MBA and EMBA programs. Check out the SMU website for more program information, http://www.smu.edu.sg, and contact the CABC for more information!
As rapid growth continues in ASEAN countries, so has the need for reliable water distribution systems. With more people requiring access to water and old infrastructure struggling to cope, many of the towns experience high rates of non-revenue water (NRW) loss through leakage and pipe bursts. Singer Valve has a phenomenal track record in reducing NRW loss through pressure control that not only saves utilities enormous costs but increases their supply to serve more customers.

Since 1957 Singer Valve has been designing, manufacturing and distributing pilot operated diaphragm control valves. With innovative technologies, the company provides solutions for water loss management, water conservation, fire protection and urban water and wastewater distribution throughout the world.

By using quality materials and testing every valve and pilot before it is shipped, Singer Valve has an unprecedented track record for long lasting, easy to maintain solutions that work upon installation. Singer Valve’s electronic division provides instrumentation and control solutions to manage unique applications.

Singer Valve is headquartered in Surrey, BC with a manufacturing plant on site and two more facilities located in North Carolina and China. With Representatives around the globe Singer's pilot operated diaphragm valves have been installed on virtually every continent. Whether it is water loss management in Southeast Asia, water conservation concerns in Saudi Arabia or urban distribution demands in the United States, Singer provides water management solutions to governments, cities, companies and contractors around the world.

For more information, go to www.singervalve.com.
Welcome to Greg Ross, the CABC’s New Associate Director!

A native of Calgary, Alberta, Greg is a recent graduate from U of Vic’s Peter B. Gustavson School of Business, where he specialized in international business.

Greg spent the last eight months in Beijing. During his time there he studied at a top Chinese business school, took intensive Mandarin classes, and worked in business development for a Chinese medical supplies company. A highlight of this experience was helping to negotiate distribution agreements between his company in China and various international SMEs.

Greg is passionate about travel, international trade, and languages—speaking French fluently and gaining ground in Mandarin. It is his first time in Singapore, and he is looking forward to experiencing the city and perhaps gain a few pounds from the hawker centers.

Greg is incredibly excited to be working with the CABC, and connecting with each of its members over the coming year. He can be reached directly at greg.ross@canasean.com – drop him a line and he would be happy to connect with you over a coffee.

Legal Integration Study
- The CABC is excited to announce the launch of a 2 year project with NortonRoseFulbright and SMU to look into the impact and progress of Legal Integration within the AEC.

2016 CABC Business Survey
- The CABC, in partnership with the Asia Pacific Foundation and the University of British Colombia, looks to launch a survey of Canadian businesses in ASEAN in Q1, 2016 – a follow up to the 2013 CABC/UOB Business Survey.

UBC Thought Leadership Partnership
- The CABC and UBC are partnering to present a series of op-eds for our newsletters and website. Top students from the Institute of Asian Research Master's programs will be contributing their original research to our publications. Please see pg. 5 for a first contribution, and check out our website for more insightful content.
The Next Step for Stronger Canada-ASEAN Ties: Building People-to-People Links

Lotus Yang Ruan is a M.A. Candidate in Asia Pacific Policy Studies at the University of British Columbia. Formerly a China-based journalist, she writes on China’s current affairs and the impact of social media on state-society relations. Her recent project with the Asia Pacific Foundation of Canada has expanded her area focuses to Southeast Asia.

With a population of approximately 625 million people and a GDP of approximately US$3.6 trillion, ASEAN is composed of 10 member states: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar (Burma), Philippines, Singapore, Thailand and Vietnam. These nations offer diverse markets and abundant opportunities, in which Canadian companies can tap into. Many Canadian companies that have business with ASEAN have been doing so for over ten years; this highlights the longstanding Canadian presence in the region.

On Canada’s end, despite the longstanding presence of its Southeast Asian communities, mainstream society only has a distant view of what Southeast Asian countries are like, let alone what ASEAN is. A recent national opinion poll by the Asia Pacific Foundation of Canada found that only 11% of Canadians believe Southeast Asia is highly important for Canada’s economic prosperity, compared to over a third of Canadians who see China and Japan as highly important. Canadians also tend to overestimate the amount of foreign direct investment in Canada from China and underestimate that from Southeast Asia.

When it comes to Southeast Asia, the current picture does not look too reassuring. Partly due to its colonial past, many Southeast Asians have a deeper attachment to Britain and other European countries. In my interviews with students in their 20s, I found that almost all of them came to Canada to study because they were not able to achieve their first choice of attending universities in the United Kingdom, Australia, or the United States. One Singaporean student, who majored in Political Science at the University of British Columbia, decided to return to Singapore to start his career upon graduation. He commented that at this stage Canada was still playing catch-up to the many countries that have consistently and robustly engaged with Southeast Asia over decades.

Where there are challenges, there are opportunities. Recently, not only are Canadians gradually realizing the importance of diversifying business and shifting trade focus to Southeast Asian countries, young talent from Southeast Asia studying and working in Canada have developed a strong personal tie with this adopted country, who then act as a voluntary intermediary to promote the Canada-ASEAN tie on a people-to-people level.

Although there is the perception that there are a number of barriers to doing business in ASEAN, such as corruption, inconsistent law and regulations, risk of intellectual property infringement, companies still see ASEAN as an attractive alternative to China or India. With the establishment of the AEC (ASEAN Economic Community) coming in the near future, both the risk of inconsistency and the cost of labour across borders in the region may be lowered. Additionally, Southeast Asian talents are almost unanimously infatuated with the self-consciousness towards environmental protection, the beauty of nature, the level of social tolerance and the work-life-balance lifestyle in Canada.

There is no doubt that ASEAN will gain increasingly more attention from Canadian companies and vice versa. What companies and policy-makers from both regions should add to their short-term agenda is helping mainstream society realize the presence and growing importance of Canada-ASEAN ties. Once such personal attachment and a people-to-people link are established, the momentum for further trade cooperation between the two regions will not only increase, but will be much easier.

- Lotus Yang Ruan
Upcoming Events

Post-Election Analysis with Jean Charest

The CABC is hosting a post-election breakfast briefing with the Honorable Jean Charest, former Premier of Quebec, former Deputy Prime Minister of Canada, and current Partner at McCarthy Tétrault- a prominent Canadian law firm and proud member of the CABC.

The event will be held on October 27, from 8:00-10:30am at the American Club in Singapore. Breakfast will be served, and guests will have an opportunity to network before and after the event.

Tickets will be Singapore $45 for CABC members, and Singapore $60 for non-members. Please note that there is a strict limit of 40 attendees, so please register early.

CABC’s Annual General Meeting

Following the breakfast the CABC will be having its 2015 Annual General Meeting. CABC members attending the breakfast briefing are welcome to remain to attend the AGM. The AGM will be taking place 10:30-11:30am.

PPP – Infrastructure Event

The CABC will be hosting its 2nd Annual Infrastructure event on November 3rd. This year, the event will be centred around the infrastructure challenges facing Indonesia, and how prepared companies can take advantage of the Indonesian Government’s growing investments in this area.

The event will consist of a networking period, lunch, keynote speaker, and panel discussion. The event will be held on November 3rd, from 11:30am-2:00pm, at the Fairmont Jakarta, Jakarta, Indonesia.

Tickets will be (in USD): $55 for CABC Members, $60 for ICCC Members, and $70 for Non-Members. Space is limited, so please register early.

For more information on events, please contact Greg at greg.ross@canasean.com

Canadian Companies Making an Impact

- Sun Life Financial, a company with over 120 years history in ASEAN, recently opened a office in Jakarta, employing more than 400 staff and a 9,000 person-strong sales force.
- Thanachart Bank, part of the Bank of Nova Scotia Group, is not only expanding, it is becoming an ambassador for Thai culture and religion through a number of CSR events and initiatives including the “Presentation of Royal Krathin Robes”.
- Echologics – a high-tech Canadian company specializing in non-invasive water leak detection has used their innovative, proprietary technology to locate over 550 major water leaks in Malaysia and Singapore’s water infrastructure.
- Vector Aerospace has opened a new Maintenance, Repair and Operations facility in Singapore and signed an MOU with Singapore’s Republic Polytechnic to support education and technical training.
- Hatfield Consultants has been contracted by Oxfam Lao PDR to help improve understanding of how climate risk is factored into the agribusiness industry in the country.
- The Bank of Montreal continues to be a leader in CSR, with their stalwart support of the Terry Fox Run and the Rainbow Children’s Centre in Singapore.
- Canadian Solar – One of the World’s largest solar panel companies just opened its first major manufacturing plant in Indonesia.
- McCarthy Tétrault is pleased to announce that Mr. Chia-yi Chua, based in their Toronto office, has been appointed Singapore’s Honorary Consul-General to Canada.
- Telus International, one of Canada’s top CSR performers, has consistently mobilized thousands of its Philippines’ employees to construct almost 200 homes and help revitalize hundreds of classrooms.
As our members and supporters are well aware, 2015 has been a remarkable year for the CABC. From an overwhelmingly successful Canada-ASEAN business Forum in March, to CABC’s recent presentation to the ten ASEAN Ministers of Trade, the council’s growing voice, impact, and reputation has brought new levels of prestige and opportunity to the organization and its members.

With this growth, a reassessment of the CABC’s structure is required in order to continue to meet the different needs resulting from our member company’s size, industry, and level of involvement in the ASEAN region. Such a change will allow us to more accurately address this diversity and better engage with members.

As part of our strategic re-structuring, we are looking to better engage Canadian SME’s and give them the opportunity to become more deeply involved with the council. In addition, we are looking to add in an Academic category for our partner institutes as well as a Corporate Patron level for our major members. With these changes the CABC will be able to undertake more high-level and impactful initiatives in ASEAN and back in Canada. In fact, a key goal of the CABC is to open an office in Canada within the next year to better serve our members back home.

The CABC will be discussing the proposed structure to the existing membership at the upcoming Annual General Meeting, to be held at 10:30am, October 27, 2015 at the American Club in Singapore. We strongly encourage all members to attend the meeting.

Please feel free to contact me with any questions or concerns at greg.ross@canasean.com.

The CABC is happy to announce that Meagan Adamson, Associate Director, will be opening the CABC’s first office in Canada. The Singapore office is sad to see her leave, but she will continue to remain an integral part of the CABC team. Headquartered in Calgary, Meagan will be focused on membership expansion, strategic partnerships with Canadian institutes and hosting select industry-specific events to promote Canada-ASEAN trade. The council is excited to make its first entrance into Canada and have Meagan at the helm. Please contact the CABC or Meagan directly at meagan.adamson@canasean.com with any enquiries about the Canadian office.
Canada Signs the Trans-Pacific Partnership

The Canada ASEAN Business Council (CABC) congratulates the Canadian Government and Minister for Trade Ed Fast and his Ministry staff for achieving a significant milestone in the promotion of Canadian international trade with the signing of the Trans-Pacific Partnership (TPP), an economic bloc representing 40% of the world’s total trade.

The TPP represents the first such free trade agreement where Canada and several ASEAN member states (Vietnam, Singapore, Brunei and Malaysia) are signatories, thus carrying forward the CABC’s vision for a strong and lasting economic partnership between Canada and ASEAN.

The CABC is excited to carry forward the momentum and new possibilities for increased Canadian trade in the ASEAN region offered by the TPP. The CABC will be releasing an official statement on the TPP deal in the coming days.