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The Canada-ASEAN Business Council is grateful for the support of its Founding Patron Member, Scotiabank and Patron Members, Manulife, BMO Financial Group, and Sun Life Financial

*Please note that the views expressed by our partners in this newsletter do not necessarily reflect the official position of the CABC
Dear Members, Supporters and Friends of the CABC,

2016 saw many milestones for the Council, and our thanks goes out to all of our stakeholders who helped us in achieving so much throughout the year.

The fourth quarter of 2016 was an opportunity for the Council to reflect on the many successes of the year, such as the 3rd Business Forum in Jakarta and the 2016 Canada-ASEAN Business Outlook Survey, and to build and plan for an even more impactful 2017. We invite you to read through our newsletter to learn more about the exciting initiatives we have lined up for the year.

We closed the year with a very productive Annual General Meeting on December 8th. We had a great turnout of 12 members, with many more demonstrating their interest by providing their proxies. The Council welcomed two new additions to our Operating Committee: Mr. Jeff Kozan of Sun Life Financial joins as Vice-President, and Dr. Shawn Watson, former Executive Director, has re-joined the Council as our first SME Chair, from his new company and CABC SME Member, Senescence Life Sciences. We also welcome Joshua Brown of Tractus Asia, now based in Toronto, to his new role as Canada Chair, and Gerald Kresta to his new role as Chamber Relations Chair.

While 2016 was an incredibly positive year for the Council, it was also a tumultuous year for world trade, with Brexit and the new American administration’s review of existing and pending trade agreements. The termination of the TPP in particular (at least in its current form) with the deep access to key ASEAN markets the agreement would have provided Canadians, provides all the more impetus for Canada to aggressively pursue a meaningful free trade agreement with ASEAN.

In addition to Canada’s 150th as a nation, 2017 is also Canada’s 40th anniversary of diplomatic relations with ASEAN – a cause for celebration and also an ideal opportunity for Canada to focus on the ASEAN opportunity and the roadmap to realize it.

As the voice of the Canadian private sector in ASEAN, we look forward to supporting the Government of Canada’s movement towards deeper economic ties with Southeast Asia with our in-progress report on the impact of a Canada-ASEAN free trade agreement. We also look forward to our own high-level event to coincide with the ASEAN Economic Ministers’ annual dialogue with Canada, to take place in end of August / early September in Manila. More details on that to come soon!

As always, please feel free to get in touch any time with myself or Executive Director Greg Ross with any questions or comments.

Wayne C. Farmer
The CABC held its 2016 Annual General meeting on December 6th, 2016 at the American Club in Singapore. The meeting was attended in-person by 12 CABC Members, with an additional nine members providing their vote via proxy.

Appointments/elections:
- Wayne Farmer was unanimously elected to remain as President
- Mark Levia was unanimously elected to remain as Treasurer
- Shawn Watson of Senescence Life Sciences was welcomed as the SME Committee Chair
- Gerald Kresta moved from the role of Events Chair to Chamber Relations Committee Chair, and Joshua Brown moved from Sponsorship Chair to Canada Chair

Prior to the 2016 AGM, the CABC held a meeting of its Executive Committee Members.

The main item on the agenda was the review and passing of a series of amendments to the CABC’s constitution. The amendments were designed to ensure the Council continues to support the best possible governance practices in accordance with the Registry of Societies and to match the CABC’s expanded role since its founding in 2012.

Other points included:
- The Hon. Jean Charest was elected to continue as Honorary Chairman of the CABC
- Bill Hawkins (Principal – Outcomes Delivered management Consulting) remains as an official advisor to the Council
- CN and BMO were voted to join the Executive Committee

The full Executive Committee list is as follows: Bombardier, CAE, Canpotex, Celestica Electronics, Export Development Canada, Islemount Limited, Manulife Financial, The Bank of Nova Scotia, SNC Lavalin, Sun Life Financial, TD Securities, Telus International, Thomson Reuters, CN, and BMO

• **Q1 Board Meeting and 2017 AGM** – (Singapore, March 23, 2017)
• **Q2 Board Meeting** (Calgary, Canada, May 2017)
• **Q3 Board Meeting** (Manila, Philippines, September 2017)
• **Q4 Board Meeting** (Hanoi, Vietnam, November 2017)
The CABC is looking for a part-time Associate Director in Singapore (16-20 hours per week). The position provides an exciting opportunity in a young, pioneering organization representing Canadian commercial interests in ASEAN.

Duties include:

**Website/social media development:**
- Maintain [www.canasean.com](http://www.canasean.com) site, and work directly with web developer on the migration of the website to a new platform
- Continually improve site towards a high-quality look and feel. Coordinate with members and partners on highlighting opportunities for Canadian companies in ASEAN
- Work with member companies to profile case studies on our web-presence
- Locate and post relevant public research reports on ASEAN
- Manage the CABC’s Twitter and LinkedIn accounts, to maximize CABC’s online presence

**Communications:**
- Coordinate with CABC’s Operating Committee, Members, and the Executive Director to develop content for quarterly newsletters and other periodic updates
- Design and publish quarterly E-newsletter

The Associate Director will be responsible for assisting the Executive Director with other tasks as required, including events management, database management, and business development.

The Associate Director will, performance dependent, be given the opportunity to take a lead role on select strategic initiatives. A high degree of independence is required for the position, and applicants should feel comfortable in a fast-paced, entrepreneurial environment.

*Interested applicants please send your resume and a brief cover letter to greg.ross@canasean.com.* Applications are due February 17, 2017.
CABC Welcomes new Vice-President Jeff Kozan

Jeff Kozan is Head of Human Resources and Communications, Sun Life Financial Asia, based out of the Regional Office in Hong Kong. Appointed in January 2017, he is responsible for developing and executing people and leadership strategies to support the attraction, development, engagement and retention of all levels of talent within Sun Life Financial Asia. He is also responsible for Sun Life’s internal and external communications strategies and programs to support and promote Sun Life’s businesses in Asia. Jeff is a member of the Asia Leadership Team and of the global Human Resources Executive Team.

Jeff joined Sun Life in 2006. In his previous role of Senior Vice President, Total Rewards, he has been instrumental in evolving Sun Life’s total rewards and global mobility programs across the enterprise. Prior to joining Sun Life, Jeff spent 15 years as an executive compensation and total rewards consultant with Towers Perrin (now known as Watson Towers Willis) in Calgary, Vancouver and Toronto.

Jeff has a Bachelor of Commerce degree from the University of Calgary and a Master of Business Administration degree from the University of British Columbia.

CABC Welcomes New SME Chair, Dr. Shawn Watson

Dr. Shawn Watson is the founder and Chief Executive Officer of Senescence Life Sciences, a research-based biotechnology company developing healthcare solutions to tackle age-related cognitive decline. He is a published author, with six peer-reviewed publications in top tier journals, and an established orator, having conducted regular talks with communities, organizations and healthcare professionals about brain health and aging.

Having witnessed firsthand the devastating effects of dementia, Dr. Watson dedicated his research to uncover new approaches that can prevent brain aging, educate people about the importance of maintaining a healthy brain and encourage innovative healthcare in Singapore.

He continues to service CABC as the Small & Medium Enterprise (SME) Committee Chair to provide support, education and commercial opportunities for SME members of the CABC.

Dr. Watson was born and raised in Calgary, Canada and now resides in Singapore with his wife, Tegan Watson, the co-founder and Chief Operations Officer of Senescence Life Sciences. He earned a BSc in Biological Sciences and a PhD in Neurophysiology from the University of Calgary.

Prior to establishing Senescence Life Sciences, Dr. Watson was an Executive Director of the Canada-ASEAN Business Council (CABC). Within the position, he was responsible for building commercial relations between Canada and ASEAN worth more than US$17 billion in bilateral trade.
Toronto - 6 January 2017. Tractus Asia Ltd., a leading Asia-focused business advisory firm, is pleased to announce the appointment of Joshua Brown as the firm’s first Chief Representative for Canada. Effective January 5, Brown will represent Tractus in Canada helping to continue to grow the firm’s fast expanding portfolio of Canadian public and private sector clients.

“Canada has become an increasingly important source of new business for Tractus, with Canadian companies and economic development organizations becoming more ambitious in their efforts to capture Asian fast-growth market opportunities,” said John Evans, Managing Director at Tractus. “As a firm, we are proud of the value we have provided, helping Canadian companies find success in China, India and Southeast Asia and are excited to expand our efforts with official representation in Toronto,” he added.

Brown comes to the role following four years with the firm having opened and led the launch of Tractus’ Myanmar and Singapore offices in Asia where he served as a member of the firm’s strategy and implementation, economic development and corporate finance practice groups.

Since 2012, Brown has led Tractus’ engagements regionally including advising on direct investment decisions in the financial services, natural resource and healthcare and technology sectors among others. Recent projects have included investment valuation modeling, risk probability analysis, investment site selection, supply chain analysis and government advocacy on licensing and approvals among others.

Brown was a founding member of the American Chamber of Commerce Myanmar Chapter executive committee and serves on the management committee of Canada ASEAN Business Council as Canada Activities chair. Brown has spoken extensively on the topic of emerging Asian markets including at forums in Toronto and New York as well as in Hong Kong, Vietnam and Singapore. Brown’s opinions have been printed in regional Asian media as well as The Globe and Mail, Washington Post and Christian Science Monitor.

Prior to joining Tractus, Brown worked for an agency in the Malaysian Prime Minister’s Department dedicated to building and strengthening industry-government partnerships on topics of high technology. He has also spent time in South Africa and Ghana in the advertising industry and as a journalist writing for Thomson Reuters in New York and Canada’s National Post in Toronto.
The Philippine Department of Trade and Industry is pleased to announce the assignment of Ms. Maria Roseni M. Alvero as Senior Trade Commissioner to Canada.

Ms. Alvero brings a wealth of knowledge, experience and integrity to this position. She has more than thirty years in the service of the Philippine Government, serving in various capacities in the Department of Trade and Industry in the fields of economic research, industry and trade policy, export marketing and investment promotion, and bilateral and multilateral government to government relations.

In pursuance to the commitment of the Philippines to deepen its economic relations with Canada, Senior Trade Commissioner Alvero is spearheading the re-opening of the Philippine Trade and Investment Centre (PTIC) – Toronto. The Office, in close collaboration with the Philippine Embassy in Ottawa and all other Consulates or Foreign Service Posts in Canada, will promote and implement the initiatives of the DTI, specifically on trade and investment promotions as well as actively participate in trade policy and gathering of market and commercial intelligence. As part of the DTI’s Trade and Investment Promotion Group (IPG), the PTIC- Toronto will work closely with Canadian trade associations, special interest councils, business organizations and relevant agencies to connect Philippine companies with their counterparts in Canada.

The Office shall also provide assistance to Filipino-Canadian businesspersons and entrepreneurs interested in investing in the Philippines.


Senior Trade Commissioner Alvero is currently holding office at the Philippine Consulate General in Toronto, i.e., 7th floor, 160 Eglinton Avenue East, until the Philippine Trade and Investment Center moves into its permanent domicile.

She can be contacted at: telephone (416) 355-2780; facsimile (416) 922 2638 or by email through MariaRoseniAlvero@dti.gov.ph.
Senescence Life Sciences is a bio-technology leader operating in the pharmaceutical and consumer health sectors. Its mission is to research, develop and commercialize safe, effective and scientifically proven neuroprotective compounds that address age-related cognitive decline.

Senescence was founded in 2014 by its current CEO Dr. Shawn Watson, a Canadian neuroscientist and, more recently, the new SME Chair for the Canada-ASEAN Business Council. While conducting research in Canada on neuronal aging, Dr. Watson discovered a mechanism in the brain believed to be responsible for age-related cognitive decline. Simply put, his discovery put forth the exciting possibility that brain aging may in fact, be a reversible process.

Based on this discovery, Senescence has designed a multi-therapeutic approach that targets the key mechanisms behind neuronal aging. The company’s research, in combination with leading laboratories around the world, supports the premise that interventions at these key targets may slow, stop or even reverse brain aging.

Senescence Life Sciences is proud to be a new member of the CABC and, as a beneficiary itself, supports the many programs and opportunities the CABC offers its members and Canadian entities in the ASEAN region. Senescence is looking forward to another successful year in 2017 as an active member of the Council.

Further information on Senescence Life Sciences can be found at www.senescence.life. Or for any additional enquiries feel free to contact Chris Hohol at chris.hohol@senescence.life.
The objective of this study is to create policy recommendations for the federal government on how to deepen the bilateral relationship between Canada and ASEAN and create complementary economic opportunities for all parties involved. Project outcomes will include: an overview of economic relations between Canada and ASEAN, case studies highlighting successful Canadian businesses operating in ASEAN, details of current sectoral opportunities for Canadian businesses, and modeling of potential benefits of a free trade agreement with ASEAN. This report will be the first analysis of its kind, and will be an important tool for the CABC to continue advocating for its members’ best possible conditions for doing business in ASEAN.

We anticipate releasing this study in end Q1 2017. Stay tuned for more updates!

This coming March, Bloomberg Invest Myanmar will uncover the next generation of innovation that will power Myanmar’s economic transformation. Myanmar’s most promising entrepreneurs will join policy-makers, investors and corporate leaders to debate Myanmar’s biggest development hurdles and opportunities. Attendees will walk away with a new vision for how Myanmar will be transformed by fresh thinking and fresh investment.

To request more information about this event, please email bliveasia@bloomberg.net.

The Corporate Affairs Forum examines leading edge innovation and best practice in corporate affairs and stakeholder engagement. It is a unique platform to drive awareness of emerging trends, practices and thinking about new approaches to corporate public affairs and government relations. This year this PublicAffairsAsia conference, supported by Vriens & Partners, explores the impact of economic, social and political change on frontline corporate GR and PA strategists.

Pricing:
Canada-ASEAN Business Council Members secure a US$200 discount off the full delegate rate - simply select PAA and Partner Rate to book at the special rate of US$1150.

Book by February 14 using the additional exclusive discount voucher code CANASEAN2017 to secure a further US$100 discount. Visit the website or contact events@publicaffairsasia.com.

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The CABC was proud to be an event partner for the second Bloomberg ASEAN Business Summit, December 8th 2016 in Hanoi, Vietnam. This one-day, senior-level event featured speakers such as Vietnam Prime Minister Nguyen Xuan Phuc and Dato’ Seri Nazir Razak, Chairman of CIMB Group. A range of discussions took place on hard-hitting issues. This included the Trump Presidency’s impact on ASEAN’s trading relationships, where Vietnam in particular was cited as being resilient in its continued pursuit of trade despite the United States’ non-ratification of the TPP.

The impact of the ASEAN Economic Community (AEC)’s entry into force in 2016 was another hot-button issue, with an assertion from the panelists that deeper private sector engagement will be critical for the AEC to have its intended goal of making ASEAN a single market and production base.

The CABC was represented by Executive Director Greg Ross, with other Canadian representation including Canada’s Mission to ASEAN, CanCham Vietnam, and numerous CABC members.

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**Update on SMU ASEAN Research Project Supported by Canada-ASEAN Business Council**

The Singapore Management University research team would like to thank all those who kindly participated in the recent online survey on legal barriers to doing business in ASEAN. The survey is now closed and we are in the process of studying the responses, and working through other research materials in tandem.

We expect to complete our report later this year, with a projected discussion/launch event on our findings and recommendations in early August 2017.

*Professor Locknie Hsu and Associate Professors Pearlie Koh and Yip Man, School of Law*

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**Bloomberg ASEAN Business Summit 2016**

8 December 2016 | JW Marriott Hanoi

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CABC Corporate Member Spotlight: B+H Architects

Founded in 1953, B+H Architects is a global, award-winning, full-service architecture, interior design, master planning and landscape design firm recognized for excellence in sustainable design, technical expertise and the delivery of complex, large-scale projects.

Headquartered in Toronto with studios in Vancouver, Calgary, Seattle, Shanghai, Beijing, Hong Kong, Singapore, Ho Chi Minh City and Dubai, B+H provides a suite of services across a span of sectors including hospitality, healthcare, commercial, education, entertainment, mixed-use, retail, industrial, institutional, residential, sports and transportation. Our specialized healthcare practice includes medical planning as well as program development for new operations. CHIL Interior Design is the hospitality studio of B+H. Applying a boutique approach while leveraging global resources, we design and create unparalleled hospitality experiences. For our clients, we also provide pre design services including feasibility studies and Advance Strategies consulting to establish project goals and design parameters creating a blueprint for a successful development.

B+H has been designing in Asia since 1992 and is currently working on projects across ASEAN including Singapore, Vietnam, Cambodia, Malaysia and Myanmar. To date, over 25 million square meters of our designs have been constructed throughout the region. Central to our vision is our commitment to designing appropriate and value conscious projects which are the right solution for each location’s climate, economy and culture. Many of these iconic developments are recognized for their excellence in design which injected new life and vibrancy into the landscape and its surroundings, or high-performance buildings accredited with local and/or international green standards which promote energy efficiency. We have collaborated with clients from diverse industries– from renowned, experienced developers to large multi-national corporations to young start-ups. Despite the variety of forms and sectors, all of B+H’s work in ASEAN aim to integrate innovative design with local context and culture while delivering the highest standards of building performance and sustainability.

With over 150 staff in Asia, B+H has delivered innovative and effective design solutions to its clients. Dedicated teams collaborate across time-zones, languages and cultures to tailor strategies and approaches to suit client’s needs in different markets. Besides being committed in building sound client relationships, B+H believes in the implementation of responsible urban planning solutions, sustainable building design, quality spaces and infrastructure to create more sustainable communities for present and future generations.

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