



February 17, 2016

The CABC Welcomes New Canadian Ambassador to ASEAN, Marie-Louise Hannan

The Canada-ASEAN Business Council (CABC) congratulates Ms. Marie-Louise Hannan on her appointment as Canada's first dedicated Ambassador to the Association of Southeast Asian Nations (ASEAN). The CABC is looking forward to working closely with Ms. Hannan as a key partner in the development of trade and investment ties between Canada and Southeast Asia.

Formerly Consul and Senior Trade Commissioner for Canada in Sydney, Australia, Ms. Hannan's appointment was [announced](#) on January 16, 2016 by Canadian Minister of Foreign Affairs, Stéphane Dion.

Based in Jakarta, Ms. Hannan will be responsible for Canada's relations with the ten-country Association - a region with GDP estimated at over CAD \$3.1 trillion in 2015. ASEAN is Canada's sixth-largest trading partner globally in terms of imports/exports, with bilateral trade reaching CAD \$21.4 billion in 2015, up 13.7% year-on-year.

"I look forward to working closely with the Canada-ASEAN Business Council", said Ms. Hannan. "The ASEAN region offers a tremendous range of economic opportunities for Canadian businesses, and Canada's Mission to ASEAN will work hand-in-hand with the CABC with the aim of doubling Canada-ASEAN goods and services trade and investment by 2020."

The CABC applauds the Government of Canada for the move, which coincides with the implementation of the ASEAN Economic Community (AEC), an agreement which significantly reduces trade barriers among the ASEAN nations. The move is touted as a critical step in the development of ASEAN as a single investment and production base for foreign companies.

Also set to amplify Canada's already robust trading relationship with ASEAN's major economies is the Trans-Pacific Partnership (TPP), of which Canada and four ASEAN nations are signatory.

"The introduction of the new Ambassador sends a clear message to the Canadian private sector in ASEAN, particularly leading up to the 40th anniversary of Canada-ASEAN relations in 2017" said Wayne Farmer, CABC President. "We welcome the move as an indication of the Federal Government's increased focus on ASEAN as a key market for Canadians."

About the Canada ASEAN Business Council

Founded in 2012 at the first ASEAN-Canada Economic Ministers Meeting in Cambodia, the Canada-ASEAN Business Council (CABC) supports Canadians doing business in ASEAN. It is the preeminent Canadian organization with an ASEAN region-wide mandate to promote trade and increase trade relations between Canadian and ASEAN businesses.

CABC provides high-level networking opportunities, region-specific market intelligence and research, and targeted events to help its members grow their business in ASEAN.

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