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CABC President, Wayne Farmer, joined International Trade Minister Ed Fast, who welcomed the more than 50 Canadian business delegates participating in the Canadian trade mission to the Philippines. Minister Fast lead the multi-sector five-day trade mission to Manila and Cebu.

Delegates on the trade mission had the opportunity to interact with high-level Philippine public- and private-sector representatives and to participate in business meetings with potential partners. They also learned about the tools and support available from the Government of Canada and its export agencies to help them reach their full export potential in the Philippines, one of the most dynamic and fastest-growing economies in the Asia-Pacific region.

Recently, as part of Canada’s Economic Action Plan 2015, Prime Minister Stephen Harper announced a total of $50 million over five years in direct financial assistance to Canadian small and medium-sized enterprises for market research and participation in trade missions. It is expected that this funding will help between 500 and 1,000 Canadian entrepreneurs per year reach their potential.

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!
Introducing the Canadian Trade Commissioner Service

The Trade Commissioner Service (TCS) is located in 161 cities around the world including in Canada’s foreign missions across the ASEAN region and works to promote Canada's economic interests in global markets. Trade Commissioners can offer you practical advice to help you navigate the complexities of international markets including on-the-ground intelligence to help you make better, more timely and cost-effective decisions in order to achieve your goals abroad.

We help companies across a range of sectors and business activities including to:

- export,
- establish your company abroad,
- tackle a market access issue,
- pursue a joint-venture or strategic alliance,
- participate in global value chain
- seek technology and R&D partnerships.

TCS services are offered free of charge to client companies and organizations. If you are part of the Canadian business community, and contribute to Canada's economic growth, have a demonstrated capacity for internationalization and have good potential to add value to the Canadian economy, you can benefit from our services.

What do we do?

No matter where your company is doing business in ASEAN, there is a Trade Commissioner available to provide support. Our officers are currently present in eight of the ASEAN countries and new representatives will be established in Laos and Cambodia shortly. We provide three main types of service to Canadian companies:

1) Market Potential Assessment

Trade Commissioners can provide your company with information and intelligence that help understand level of opportunity in a particular market.

- advice on penetrating the market and how business is done in that market, including participation in global value chains and representation options;
- an indication of major barriers, regulations and certifications in the sector;
- insight into emerging trends, future regulations and any potential high-profile trade policy or political issues;
- upcoming events (trade fairs, conferences, partnering seminars, trade missions);
- an assessment of competition from local and foreign entities;
- discuss the potential for success of your company’s product/service;

2) Qualified Contacts

Trade Commissioners can help to introduce to a range of contacts that can assist in targeting and implementing your market strategy. Our business contacts include potential customers, distributors, sources of finance or investment, technology partners and intermediaries. We have privileged access to foreign governments, key business leaders and decision-makers because we are part of Canada’s embassies and consulates.

3) Problem Solving

Trade Commissioners can provide companies with advice and assistance in understanding and resolving business, investment or other market-access problems such as:

- confusing or unfair business practices;
- customs classification or clearance issues;
- contract bid preparation and procedures;
- shipping difficulties;
- storage and warehousing options; and
- issues related to the expropriation and sale of assets.

To find a Trade Commissioner or get more information, visit
http://www.tradecommissioner.gc.ca/
Louder, longer, deeper – An op-ed by Malcolm Cook at the ISEAS

38 years ago, Canada was in the first cohort of ASEAN dialogue partners. Today, Canada has among the quietest, most shallow and intermittent relationships with ASEAN and Southeast Asia of the ten ASEAN dialogue partners. Canada is the only dialogue partner with no free trade agreement with any Southeast Asian state or with ASEAN as a group. Canada was the second last dialogue partner, before the European Union (EU), to accede to the ASEAN Treaty of Amity and Cooperation. Canada has yet to appoint a full-time resident ambassador to ASEAN.

In return, many ASEAN doors have not been opened to Canada. Canada and the EU are the only two dialogue partners not in the leaders-level East Asia Summit. Canada’s lack of a trade deal with ASEAN excludes it from the ASEAN-led, Regional Comprehensive Economic Partnership (RCEP) trade negotiations that include all 10 ASEAN member states, China, India, Japan, South Korea, Australia and New Zealand. The only ASEAN-based regional body Canada is in is the increasingly irrelevant ASEAN Regional Forum.

As all governments have limited resources and unlimited demands on them, all have to choose carefully how to allocate resources. Southeast Asia does not yet rank highly on key measures of importance for Canada. No Southeast Asian state is in Canada’s top 10 trading partners. Only Indonesia and Singapore make it into the top 27. No Southeast Asian state is in the top 13 destinations for Canadian foreign direct investment (measured in stock terms) and no Southeast state is even a modest investor in Canada. And while the sea lines of communication criss-crossing Southeast Asia are globally significant, for Canada, they are not.

Three factors suggest that this status of mutual unimportance will change. Southeast Asia’s continuing healthy growth and positive demographic profile mean that the region will become a more important part of the global economy with burgeoning middle classes in the decades ahead. The more than doubling of the membership of the Canadian chamber in Singapore over the last four years suggests that Canadian business is responding. Second, ASEAN is becoming a more important body for Southeast Asian states’ economic and diplomatic engagement with the rest of the world. The formation of the Canada-ASEAN Business Council in 2012 is a good start on this front. Finally, the South China Sea, again, is becoming a major crucible in which the present US-led global order is being stress-tested.

To respond to these changes and nurture the green shoots of enhanced regional engagement from the Canadian business community, Ottawa should do two easy things that should help open the growing number of ASEAN doors closed to Canada. Completing free trade negotiations with Singapore would give Canadian services firms in Singapore in particular a playing field less tilted against them and start the ball rolling towards a future Canada-ASEAN FTA and membership in RCEP talks. Second, Ottawa should appoint a full-time resident ambassador to ASEAN. This would burnish Canada’s case for membership in the East Asia Summit in particular. Both of these require very few new resources and would allow the Canada-ASEAN dialogue to be louder, longer and deeper than it is.
CABC’s First Private Consultation with ABAC

The CABC is excited to announce its first ever private consultation with the ASEAN Business Advisory Council (ABAC) held on Friday June 12th in Penang, Malaysia. The event saw CABC Vice-President Franca Ciambella, and Executive Director Dr. Shawn Watson meet with senior ABAC officials, including Chairman Tan Sri Dr. Mohn Munir bin Abdul Majid. The CABC gave an update on current activities, initiatives and programs, as well as relayed some of the top concerns expressed my CABC corporate members working within ASEAN. Many of these points of interest were echoed by ABAC representatives and both the CABC and ABAC agreed to work more closely on events, networking and making sure the private sector’s voice is heard by ASEAN governments. The CABC is excited to engage more frequently with ABAC and other ASEAN chambers.

Q2 2015 Member spotlight: Hatfield Consultants

The impressive growth of ASEAN countries in recent years has resulted in increased awareness of the environmental impacts associated with large development projects. Balancing the need for economic development with environmental protection remains a challenge for many Southeast Asian nations. Hatfield Consultants has been a leader in helping address this critical need in the region for over 25 years.

Established in 1974 in Vancouver, B.C., Hatfield Consultants has undertaken over 3,000 environmental projects in North and South America, Asia, Europe and Africa for the private and public sectors, donor organizations and civil society groups. Hatfield’s first subsidiary in ASEAN, PT Hatfield Indonesia (PTHI), was established in 1990. PTHI was the first Canadian company in Indonesia to offer a full suite of environmental consulting services, is recognized as a leader in this field throughout Indonesia and works in several ASEAN countries.

In 2011, Hatfield Consultants Mekong (HCM) was established in Vientiane, Lao PDR to better serve the mining, hydropower and international development sectors in the Greater Mekong Subregion. Hatfield is committed to training and capacity building of its national staff, and has invested considerable human and financial resources to develop international-quality environmental specialists in the countries where they operate. Having a strong local presence is critical to successful implementation of development projects in South-East Asia, and Hatfield takes a long-term perspective on its operations in the region.

Hatfield specializes in environmental and social impact assessments, terrestrial and aquatic baseline surveys, contaminant studies, compliance monitoring, GIS and remote sensing, environmental information management systems, and stakeholder consultations and communications. Hatfield’s local and international specialists work in many sectors, including mining, oil and gas, transportation infrastructure, renewable energy, forestry, pulp and paper, and environmental management. More information on Hatfield can be found at www.hatfieldgroup.com.
Welcome to our new member!

Upcoming CABC Events

➢ CABC Annual General Meeting – Late September 2015 (date & location TBD)
➢ Infrastructure event – Late October 2015 (date & location TBD): A follow up to our 2014 Infrastructure & PPP event

Contact the CABC for more information or to discuss other Canada/ASEAN events in the region

Q2 2015 Member spotlight: Mitra Energy

Mitra Energy Inc. (TSXV: MTE) is the newest Canadian-listed company operating in the ASEAN region. Mitra is engaged in the business of exploration and development of oil and gas resources in Southeast Asia.

Mitra is headquartered in Kuala Lumpur, Malaysia and has a portfolio of exploration assets and gas discoveries in the Philippines, Vietnam and Indonesia.

Our strategy is to bring its gas discoveries to the high demand domestic gas markets of SE Asia and to continue to explore for high impact, material resources with its industry leading joint venture partners.

www.mitraenergylimited.com

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