

第一屆加拿大女性企業家
對台商務代表團大會



FIRST CANADIAN
WOMEN-ONLY
VIRTUAL BUSINESS
MISSION TO TAIWAN

*La première mission
commerciale virtuelle exclusivement
féminine du Canada à Taiwan*



ASIA PACIFIC
FOUNDATION
OF CANADA

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DU CANADA

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AIR CANADA

TABLE OF CONTENTS

1. <u>MESSAGES</u>	4
2. <u>AGENDA</u>	10
3. <u>SPEAKERS</u>	13
4. <u>PROJECT TEAM</u>	23
5. <u>ABOUT THE ASIA PACIFIC FOUNDATION OF CANADA</u>	24



MESSAGES



MESSAGE FROM
THE HON. MARY NG, P.C., M.P.

*Minister of Small Business, Export Promotion
and International Trade*

I would like to thank the Asia Pacific Foundation of Canada (APF Canada) for organizing Canada's first virtual trade mission to Taiwan dedicated to women entrepreneurs. I am thrilled that our government is able to support this mission through its Women Entrepreneurship Strategy Ecosystem Fund. Our investments support women entrepreneurs in Canada start up, scale up, and expand their businesses across Canada and overseas. Missions like APF Canada's are integral to helping women access new markets and bring Canadian innovation abroad and we are proud to work together to do so.

I am delighted to welcome this diverse and talented group of women entrepreneurs from across Canada as they explore expanding their businesses in Taiwan and other markets in the dynamic Asia-Pacific region. This mission presents a unique opportunity to promote Canadian innovations in traditional and emerging sectors like cleantech and life sciences. I look forward to supporting the efforts of delegates as they develop new or strengthen existing business relationships with Taiwanese partners.

Building on a decades-old foundation of economic cooperation and entrepreneurial synergies, this mission will play an important role in strengthening business partnerships between our two economies. As champions of inclusive and rules-based trade, Canada and Taiwan will continue to collaborate, creating opportunities and generating inclusive and sustainable growth for our people well into the future.

Congratulations to APF Canada for its leadership in organizing this ambitious and exciting virtual mission, and to the delegates for what I know will be a successful mission. I hope that this mission will not only present you with new opportunities but create lasting connections that will propel your businesses to new heights.



MESSAGE FROM

SANDRA PUPATELLO

*Chair, First Canadian Women-only
Virtual Business Mission to Taiwan*

JANICE FUKAKUSA

*Vice-Chair, First Canadian Women-only
Virtual Business Mission to Taiwan*



We would like to take this opportunity to recognize the tremendous efforts of the Asia Pacific Foundation of Canada, led by Christine Nakamura, Vice-President of the Toronto Office, for organizing what promises to be an exciting and fruitful mission. In closing, we would like to express our sincere thanks to the Government of Canada as well as the mission partners and supporters in both Canada and Taiwan for investing in this worthy and progressive initiative.

It gives us great pleasure to lead this dynamic group of women on the Asia Pacific Foundation of Canada's First Canadian Women-only Virtual Business Mission to Taiwan. This mission is intended to help women entrepreneurs succeed in business by presenting opportunities to access growth markets in Asia and at the same time, enable a frank dialogue on gender equality to determine what still needs to be done to move the dial forward for women in Canada and Taiwan.

Our delegation highlights Canada's cultural diversity and includes some leading women in business and thought leadership, including inspiring women entrepreneurs. These women represent Canada's best and brightest in business and a range of fields, including STEM. Mission entrepreneurs were carefully chosen for their innovative technologies, products and services that encourage healthy living and a healthy environment. We endeavour to connect delegates with Taiwanese businesses to secure partnerships in research collaboration, manufacturing and product iteration as well as domestic or regional distribution. The hope for this delegation is that mutually beneficial outcomes can be achieved for Canadian and Taiwanese businesses alike.

Taiwan, an important trading partner for Canada in Asia, presents an abundance of business opportunities and is an excellent gateway to other burgeoning markets in Asia. The mission, which aims to connect women not only in business but in academia and the public sector, convenes panel discussions on gender diversity in business and ways to work together toward post-pandemic economic recovery, while connecting Canadian women entrepreneurs with potential Taiwanese partners through business to business (B2B) matching and pitch sessions.



MESSAGE FROM
THE HON. PIERRE PETTIGREW

Chair of the Board, Asia Pacific Foundation of Canada

It gives me great pleasure to welcome Canadian and Taiwanese friends and partners for the business matching and policy discussions that make up this First Canadian Women-only Virtual Business Mission to Taiwan. I wish all participants terrific success in your meetings and hope your efforts lead to agreements and collaborations that will benefit Canadian and Taiwanese economies and societies for years to come.

While Canadian businesses have been expanding their presence in Asia for years, women-led small, and medium enterprises have traditionally focused on the domestic market. Happily, that is now changing and the time is right for Canadian women-led companies to diversify into new markets. Taiwan, an open, mature economy that values innovation, technology, and collaboration, is an ideal partner for Canadian women-led businesses and this mission is a testament to the positive opportunity that lies before us.

I would like to congratulate the Canadian women delegates who have been carefully chosen for the mission from across our country. I also extend my sincere appreciation to the efforts of the Asia Pacific Foundation of Canada team, led by Christine Nakamura, Vice-President of the Foundation's Toronto Office, for bringing this ambitious and inspiring vision to reality.



MESSAGE FROM
STEWART BECK

President and CEO, Asia Pacific Foundation of Canada

On behalf of the Asia Pacific Foundation of Canada (APF Canada) I am delighted to welcome all participants in the First Canadian Women-only Virtual Business Mission to Taiwan, the Foundation's third gender-based business mission to Asia. In our efforts to support economic growth and women's economic advancement, we encourage Canadian women in business, and in particular women entrepreneurs leading small and medium enterprises, to consider diversifying their target markets to include the burgeoning markets of the Asia Pacific. This unique mission is the second in a series of four missions to Asia to be organized by the Foundation under the leadership of Christine Nakamura, Vice-President of our Toronto Office, and supported by the government of Canada's Women Entrepreneurship Strategy's Ecosystem Fund.

Taiwan and Canada are established economic partners with a mature trading relationship that has evolved significantly since I was director of the commercial/economic section at the Canadian Trade Office in Taipei in the mid-to-late 1990s. The government of Canada's feminist agenda complements that of Taiwan's which promotes gender equality and, as such, collaboration through this project promises to result in mutually beneficial socio-economic outcomes. Promoting women's economic empowerment isn't just good for women, but good for society and good for business as well.

I would like to take this opportunity to recognize our Mission Chair, Sandra Pupatello and Mission Vice-Chair, Janice Fukakusa, both of whom have dedicated a great deal of time for this mission, and to thank our numerous public and private sector partners in Canada and Taiwan for their generous support. The realization of this ambitious and inspiring project is a team effort – thank you to all our sponsors, partners, collaborators, and contributors. I hope that your meetings and discussions are productive, and I look forward to the mission's positive results.



MESSAGE FROM
WINSTON WEN-YI CHEN

*Representative, Taipei Economic and Cultural Office in
Canada*

It is my great privilege to celebrate the First Canadian Women-only Virtual Business Mission to Taiwan in March 2021.

By fostering greater economic cooperation, strengthening people-to-people ties, and advancing the cause of gender equality in both Taiwan and Canada, this essential Mission marks the first of what is hopefully to be many such engagements.

Taiwan has long strived to serve as an example to the world about the importance of gender equality and women's empowerment. It is our firm belief that women's rights are human rights, that gender equality is to the benefit of all people, and that a society of empowered women is bound to be more prosperous and successful.

To that end, Taiwan has distinguished itself as a country which takes women's empowerment very seriously. According to the Council on Foreign Relations, Taiwan is ranked as the top country in East Asia and the Pacific on women's workplace equality. By the same metrics used to develop the Gender Inequality Index, Taiwan ranks 6th in the world for gender equality, and again, tops the list of countries in Asia.

There is no "glass ceiling" on what women can accomplish in Taiwan. Over 40 percent of our lawmakers are women – the highest percentage in all of Asia and among the top countries in the world. President Tsai Ing-wen is one of the female leaders in the world serving presently as head of state, distinguishing herself as one of Time Magazine's Top 100 Influential People and leading Taiwan to be one of the world's most successful countries in battling COVID-19 while maintaining a robust economy and relatively normal daily life.

The inaugural Canadian Women-only Virtual Business Mission to Taiwan serves as an opportunity for us to engage with and learn from a distinguished group of women who are leaders in business, government, academia, and more. This will not only be an important opportunity to expand our people-to-people linkages and strengthen

our economic cooperation, but will also serve to highlight some of the many women in our societies who stand at the top of their respective fields.

In addition to discussions on trade, investment, technological partnerships, and other economic matters, this virtual Mission will feature robust policy discussions focused on women's social and economic empowerment and entrepreneurship.

Taiwan and Canada have much to gain from these dialogues. We not only share the goal of advancing gender equality, but we also have much to build upon in our already-robust trading relationship. Taiwan is Canada's 13th largest trading partner, and Canada's 5th largest partner in Asia.

This robust relationship is facilitated by Taiwan's fair, free, and welcoming market for Canadian investment. In particular, we have a vibrant technological sector, with major contributions to international supply chains not only in electronics and semiconductor manufacturing, but also in bio-medical sciences, agri-foods, and in clean technologies that will protect our environment. I am sure many of you will hear more about opportunities in these industries during this Mission.

Let us therefore look forward to seeing how the productive discussions may further advance our two countries' and peoples' shared interests.



MESSAGE FROM
JORDAN REEVES

*Executive Director
Canadian Trade Office in Taipei*

On behalf of the Canadian Trade Office in Taipei (CTOT), I am pleased to welcome the First Canadian Women-only Virtual Business Mission to Taiwan.

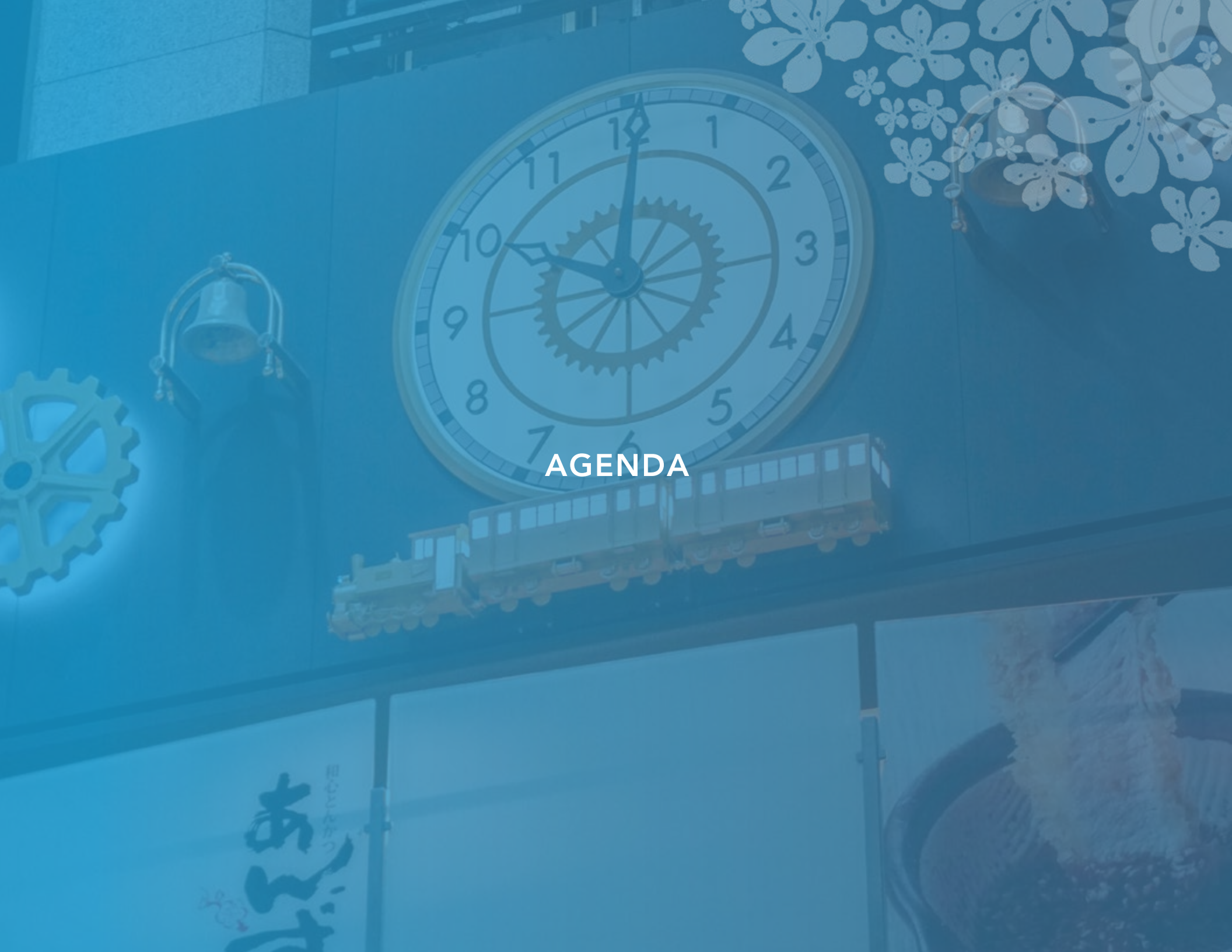
Taiwan is an important trading partner for Canada. Since the establishment of CTOT in 1986, our office has provided constant support to help Canadian companies expand and succeed in this market. As a result, in 2019, Taiwan was Canada's 13th largest trading partner and 5th largest in Asia. Last year, our office launched the "Year of Canadian-Taiwanese Innovators" with Taiwan's Ministry of Economic Affairs to encourage closer cooperation between Canadian and Taiwanese companies. We are confident this first Canadian Women-only Virtual Business Mission to Taiwan will further diversify and expand trade opportunities between Canada and Taiwan in key sectors.

Over the past decade, Taiwan has made significant progress in the area of gender equality. In 2012, the Executive Yuan's Department of Gender Equality was established to raise domestic awareness and strengthen policies directed at the promotion of gender equality in the workplace. Today, more than 40 percent of Taiwanese legislators are women, the highest rate in Asia. Taiwanese women account for approximately 36 percent of the 1.46 million entrepreneurs on the island. Among businesses operated by women, almost all of them are small- and medium-sized.

Taiwan was the first jurisdiction in Asia to legalize same-sex marriage in 2019, and CTOT regularly collaborates with Taiwanese partners to promote gender equality, LGBTIQ2 rights and diversity. In short, Canadian participants to this mission will find plenty of progressive and entrepreneurial business partners in Taiwan.

Through the Women Entrepreneurship Strategy, the Government of Canada is helping women grow their business through increased access to financing, talent, networks and mentorship. This strategy aims to double the number of Canadian women-owned and -led businesses by 2025. The Asia Pacific Foundation has also been a leading voice in recent years on gender equality and women's empowerment, hence its leadership of this mission.

I wish all members of the delegation a rewarding two-day event. I am confident that the connections made between Canada and Taiwan will have positive results and will benefit both sides for years to come.



AGENDA

SHOWCASING INNOVATIONS BY CANADIAN WOMEN ENTREPRENEURS



Time EST Mar 1, 2021	Taiwan NST Mar 2, 2021	Component	Speaker	Speaker Title
20:00	09:00	Introduction and Context by MC	Christine NAKAMURA (MC)	Vice President, APF Canada
20:05	09:05	Welcome Remarks	Sandra PUPATELLO	Mission Chair & APF Canada Board Member
20:08	09:08	Introduction of the Minister	Jordan REEVES	Executive Director, Canadian Trade Office in Taipei
20:10	09:10	Remarks	The Hon. Mary NG	Minister of Small Business, Export Promotion, and International Trade, Government of Canada
20:20	09:20	Message from Minister Wang	Minister Mei-Hua WANG	Minister of Economic Affairs, Taiwan
20:23	09:23	Meet the Mentors: A Panel of Global Women Thought Leaders	Sherry HSIA	Founder CEO, Baiyan Global Consulting
			Dr. Songyee YOON	President, NCSOFT & CEO, NCWEST
			Yukako UCHINAGA	Board Chair, Japan Women's Innovative Network, President and CEO, Globalization Research Institute
			Dr. Allison SEKULER	Vice President of Research, Baycrest Health Sciences & Managing Director, Centre for Aging + Brain Health Innovation
			Moderated by: Sandra PUPATELLO	Mission Chair & APF Canada Board Member

5-minute health break

21:18	10:18	Company Introductions	Christine NAKAMURA	Vice President, APF Canada
21:20 - 22:25	10:20 - 11:25	Delegates' Pitch Sessions	All 3 concurrent pitch sessions in different rooms, each room 7 entrepreneurs. 10 minutes per pitch.	All Delegates
22:25 - 22:30	11:25 - 11:30	Closing Remarks	Christine NAKAMURA	Vice President, APF Canada

WOMEN'S ECONOMIC EMPOWERMENT IN BILATERAL PERSPECTIVE



Time EST March 2	Taiwan NST March 3	Component	Speaker	Speaker Title
20:00	09:00	Greetings & Mission Context	Christine NAKAMURA	Vice President, APF Canada
20:05	9:05	Welcome Remarks	The Hon. Pierre PETTIGREW	Chair of the Board, APF Canada
20:10	9:10	Presentation/Remarks	Sara WILSHAW	Assistant Deputy Minister & Chief Trade Commissioner, Global Affairs Canada
20:15	9:15	Bilateral Panel Disrupt & Scale-up: Radical Innovations for Gender Equality in STEM	Dr. Grace YEH	Founder, Pharma Engine, Inc. & Vice-President, Taiwan Bio Industry Organization (TBIO)
			Rose TSOU	Head of Verizon Media International
			Nicole VERKINDT	Founder & CEO, OMX, former "Dragon" on CBC's Tech- focused Next Gen Den
			Vicki SAUNDERS	Founder, SheEO
			<i>Moderated by:</i> Laura BUHLER	Executive Director, C100

15-minute health break

21:15	10:15	Introduction of Minister Tang	Representative Winston Wen-yi CHEN	Representative, Taipei Economic and Cultural Office in Canada
21:20	10:20	Taiwan's Digital Transformation: Dovetailing Innovation and Inclusion to Contain the Pandemic	Minister Audrey TANG	Digital Minister, Taiwan
21:35	10:35	A Fireside Chat on Economic and Social Resiliency Supported by Digital Innovation in Canada and Taiwan with Q&A	Minister Audrey TANG	Digital Minister, Taiwan
			Janice FUKAKUSA	Mission Vice Chair & Chancellor, Ryerson University
22:10 – 22:15	11:10 – 11:15	Closing Remarks	Christine NAKAMURA	Vice President, APF Canada



SPEAKERS



BIOGRAPHIES



HON. MARY NG, P.C., M.P.

*Canada's Minister of Small Business,
Export Promotion and International Trade*

From promoting Canada to the world as a great place to do business, to helping our entrepreneurs and businesses grow and access new markets – Minister Ng is focused on helping Canadians succeed.

First elected the Member of Parliament for Markham–Thornhill in April 2017, Minister Ng was first appointed to Cabinet in July 2018 as Minister for Small Business and Export Promotion. After being successfully re-elected in November 2019, she became Canada's Minister of Small Business, Export Promotion and International Trade.

Prior to serving as a Member of Parliament, Minister Ng served as Appointments Director for the Prime Minister, and as Executive Director for the President of Ryerson University where she oversaw the creation of a world-leading business incubator for tech start-ups.

Throughout her 20 years of public service, Minister Ng has been a devoted community leader with a focus on creating jobs, fostering entrepreneurship, and empowering small business to innovate and grow.



AUDREY TANG

Digital Minister, Taiwan

Audrey Tang is Taiwan's digital minister in charge of Social Innovation. She is known for revitalizing the computer languages Perl and Haskell, as well as building the online spreadsheet system EtherCalc in collaboration with Dan Bricklin.

In the public sector, Audrey served on the Taiwan National Development Council's Open Data committee and the 12-year Basic Education Curriculum committee. She also led the country's first e-Rulemaking project. In the private sector, Audrey worked as a consultant with Apple on computational linguistics, with Oxford University Press on crowd lexicography, and with Socialtext on social interaction design. In the social sector, Audrey actively contributes to g0v ("gov zero"), a vibrant community focusing on creating tools for the civil society, with the call to "fork the government."



SANDRA PUPATELLO

Chair of Mission

President, Canadian International Avenues

Member of the Board of Directors, Asia Pacific Foundation of Canada

Sandra Pupatello was first elected to the Ontario Legislature in 1995 and was appointed to Cabinet in 2003. She served most of her years in Cabinet as Minister of Industry and Trade, where she led trade delegations in most major markets around the world and provided steady leadership through a uniquely challenging economic climate. Sandra chose to enter the private sector launching her management consulting firm, Canadian International Avenues, after leaving office in 2011. She subsequently worked with PwC Canada as the firm's Strategic Advisor: Industry, Global Markets & Public Sector. Sandra's depth of experience, network of business contacts, global experience, and public profile enabled her to drive growth for the firm and its clients, domestically and on the global stage.

Sandra sits on the boards of Martinrea International Inc., a global auto parts maker, the Asia Pacific Foundation of Canada, and is Chair of the Pearson Centre, a centrist think-tank based in Ottawa. She is Vice-chair of Ontario Global 100, which is instrumental in encouraging trade among Ontario companies. She is also the former Chair and Board member of Hydro One, Canada's largest transmission company.

Sandra's ongoing commitment to community betterment and mentoring women who aspire to lead led to her receiving the Women's Executive Network's (WXN) Top 100 Canada's Most Powerful Women award. She was recently awarded the Business Woman of the Year by the ICCO in Toronto, Canada, and the Innovation and Global Growth Award by the Bank of Montreal, one of Canada's largest banks.



JANICE FUKAKUSA

Vice-Chair of Mission

Chancellor, Ryerson University

Janice Fukakusa is Chancellor at Ryerson University, a corporate director, and former Chief Administrative Officer and Chief Financial Officer of Royal Bank of Canada, from which she retired in January 2017 following a distinguished 31-year career. Ms. Fukakusa currently serves on the boards of a number of corporate and not-for-profit organizations, including Brookfield Asset Management, Cineplex and Loblaw. She is Chair of The Princess Margaret Cancer Foundation, former inaugural Chair of Canada Infrastructure Bank and is a member of APF Canada's Asia Business Leaders Advisory Council (ABLAC).

In 2007, Ms. Fukakusa was inducted into Canada's Most Powerful Women Hall of Fame, and in 2016 she was named one of the 25 Most Powerful Women in Banking by American Banker magazine for the fourth consecutive year. She was also selected as Canada's CFO of the Year by Financial Executives Canada, PwC and Robert Half in 2014. In 2017, she was honoured as a YWCA Woman of Distinction, and in 2018 named one of Canada's Top 25 Women of Influence. Ms. Fukakusa was recognized for her exceptional skills in coordinating and motivating volunteers and her commitment to the advancement of philanthropy with the Association of Fundraising Professionals (GTA) 2020 Outstanding Volunteer Award.

Prior to joining RBC, Ms. Fukakusa worked at PricewaterhouseCoopers LLP, where she obtained the professional designations of Chartered Professional Accountant and Chartered Business Valuator. She was appointed Fellow of the Institute of Chartered Professional Accountants of Ontario (FCPA) in 2011. She obtained a Bachelor of Arts from University of Toronto and holds a Master of Business Administration from York University's Schulich School of Business. In 2016, she was awarded an Honorary Doctorate of Laws from York University.



LAURA BUHLER

Executive Director, C100

Laura Buhler is the Executive Director of C100, a private, San-Francisco-based nonprofit association of Canadians in technology driven by a mission to support Canadian entrepreneurs through mentorship, partnership, investment, and talent. C100 is the preeminent global community of Canadians in technology, with members across the major tech hubs of the US, Canada, and beyond. Every year, C100's by-referral startup program curates a shortlist of Canadian entrepreneurs and invites them to Silicon Valley to expand their network of other founders, mentors, and investors.

She is a Board Director of Venture for Canada, a national charity which develops entrepreneurial leadership skills through training and supporting youth to work at innovative Canadian startups and small businesses. Laura also serves on the Advisory Board of the Hunter Hub for Entrepreneurial Thinking at the University of Calgary, an incubator that nurtures a culture of entrepreneurial thinking on campus.

Prior to leading C100, Laura previously held roles in Business Development, Marketing, and Strategy at Gilt (acquired by HBC), an e-commerce startup on the frontlines of New York City's burgeoning tech scene. In her early career, Laura was a Project Manager at the World Economic Forum in New York, and a consultant with McKinsey & Co. in New York and in Canada. Laura is an alumna of the University of Calgary and of HEC Paris.

A native of Calgary, Canada, Laura currently lives in Oakland, California with her partner, Bryan.



SHERRY HSIA

Founder & CEO, Baiyan Global Consulting

Sherry Hsia was born in Taiwan and immigrated to Australia at the age of 13. After graduating from Columbia University in the United States and working for more than ten years, he returned to Taiwan to settle. I have experienced the impact of Eastern and Western cultures since I was a child, which has triggered my own motivation to understand different cultures and laid the foundation for my future mission to assist talents to adapt to the international environment and cultivate intercultural competency.

Sherry Hsia joined Publicis & Hal Riney in 1996 as a media planner. After returning to Taiwan in 2003, Baiyan Catering & Travel Sales Co., Ltd. was established with the purpose of promoting talents in the hospitality industry, restaurants, schools and products. The company's mission is to put the right people in the right position, combining marketing and human resources, and also separating different markets, and formulating suitable recruitment strategies to help build an "employer brand." It is also because of experience in the labor market that we must start with education to cultivate international talents. Therefore, we invested in Kaiping Catering School in 2015 to establish an international department to promote bilingual education and international mobility training. The international department's academic program has been recognized internationally. In 2017, it cooperated with the Swiss SEG Group and in 2018 with the Florence University of Arts Apicius School in Italy. The two schools recognized and awarded the International Department students three-semester university technology course credits. In 2018, he was invited to be the resident author of Jenaplan Mensenkinderen, the Educational Society of Jena, the Netherlands, to write a column on the topical social teaching method.



CHRISTINE NAKAMURA

*Vice President, Toronto Office,
Asia Pacific Foundation of Canada*

Ms. Christine Nakamura is Vice-President at the Asia Pacific Foundation of Canada's Toronto office.

From 1976 to 2011, she was employed in various capacities by the government of Canada in a number of departments including Citizenship and Immigration Canada, Department of Justice and most recently, Department of Foreign Affairs, Trade and Development. She has served overseas in Japan and Korea and holds a Bachelor's degree from the University of Toronto, where she majored in East Asian Studies. Ms. Nakamura is a board member of the Japanese Canadian Culture Centre Foundation in Toronto, Vice-President of the Japan Earthquake Relief Fund, board director of Operation Smile Canada and a member of the Advisory Council (Canada) for the Prince Takamado Japan Canada Memorial Fund and is the recipient of the Organization of Women in International Trade's 2020 JoAnna Townsend Excellence Award for Leadership in International Trade.



THE HON. PIERRE PETTIGREW

*Chair of the Board, Asia Pacific Foundation of Canada,
Executive Advisor, International, Deloitte Canada*

Pierre Pettigrew has many years of leadership experience in both the public and private sectors.

Currently, Mr. Pettigrew is Executive Advisor, International at Deloitte Canada. Until recently, he was the Government of Canada's special envoy for the Canada-European Union Comprehensive Economic and Trade Agreement (CETA), and regularly arbitrates international trade disputes between countries at the World Trade Organization in Geneva.

His public sector accomplishments have been substantial at both the federal and provincial levels, where he was a strong advocate for international trade and multilateralism. He was elected as a member of Parliament in March 1996 and held many ministerial portfolios during the following 10 years, including minister of Foreign Affairs, minister for International Trade and minister for International Cooperation. Additionally, Mr. Pettigrew is the author of *The New Politics of Confidence*, a book on globalization and the art of governing.



JORDAN REEVES

Executive Director, Canadian Trade Office in Taipei

Mr. Jordan Reeves (BA Honours [Economics], University of British Columbia, 1989; M.J., Carleton University, 1992) joined Canada's Department of External Affairs and International Trade Canada in 1994. Mr. Reeves worked on both trade and public affairs files at Canada's Embassy in the Netherlands (1996 to 1999) before accepting a position in the Department's China division. Subsequently, he served as Deputy Director at the Canadian Trade Office in Taipei (2002 to 2006), Agriculture Counsellor at the Embassy in Beijing (2006 to 2008) and Senior Trade Commissioner at the Consulate General in Shanghai (2009 to 2011).

After nine years in Asia, he returned to Ottawa to work as a Policy Adviser to the Assistant Deputy Minister for international business development. Mr. Reeves served as Senior Trade Commissioner in Saudi Arabia with concurrent responsibility for Bahrain, Oman and Yemen from 2013 to 2015, before being appointed Consul General in Mumbai where he served until 2018. In recognition of his contribution to Canada-China commercial relations, Mr. Reeves received the Foreign Service Award in 2010. He is an avid outdoorsman who climbed Jade Mountain in 2005. He enjoys literature and speaks English, French and Mandarin. Mr. Reeves and his wife Jennifer have three children: Noah, Cameron and Gemma.



VICKI SAUNDERS

Founder, SheEO

Vicki Saunders is an entrepreneur, award-winning mentor, advisor to the next generation of change makers, and a leading advocate for entrepreneurship as a way of creating positive transformation in the world. Vicki is the Founder of SheEO and #radical generosity, a global initiative to radically transform how we support finance and celebrate female entrepreneurs.

Vicki has co-founded and run ventures in Europe, Toronto and Silicon Valley. She has received numerous awards for her work at SheEO, including UBS Global Visionary in 2020, YWCA Women of Distinction Award in 2020, Business Leader of the Year 2019 by the Toronto Regional Board of Trade, 2018 Startup Canada Entrepreneurship Promotion Award, and was selected as a Global Leader for Tomorrow by the World Economic Forum in 2001.



DR. ALLISON SEKULER

*Vice-President, Research, Baycrest Health Sciences
Managing Director, Rotman Research Institute & the
Centre for Aging + Brain Health Innovation*

Dr. Allison Sekuler (FSEP, FPS, FAPS) is the Sandra A. Rotman Chair in Cognitive Neuroscience, Vice-President Research at Baycrest Health Sciences, and Managing Director of the Rotman Research Institute and the Centre for Aging + Brain Health Innovation (CABHI). A graduate of Pomona College (BA, Mathematics and Psychology) and the University of California, Berkeley (PhD, Psychology), Dr. Sekuler is also a Professor at the University of Toronto and McMaster University.

At Baycrest, Dr. Sekuler leads the campus-wide research programs in aging, dementia, and brain health and wellness; and the strategic direction of the CABHI as it pursues its mission to accelerate innovative products, services, and best practices to support brain health and healthy aging, working closely with partners in the academic, health, government, non-profit, and industry sectors within Canada and globally. Her own research on perception and cognition uses behavioural and neuroimaging approaches, with specific interests in aging, face perception, learning and plasticity, and neurotechnology. Her translational work aims to develop methods to prevent, detect, and treat age-related sensory- and cognitive-decline.

She has scientific and industry collaborations across North America, the EU, and Asia, and her work has been published in leading international journals, including Nature. Dr. Sekuler has won numerous national and international awards for research, teaching, and leadership - including serving as the country's first Canada Research Chair in Cognitive Neuroscience and recently being named one of WXN's Top 100 Most Powerful Women in Canada in 2019.



DR. YOON SONGYEE

President, NCSOFT & Chief Executive Officer, NCWEST

Dr. Yoon Songyee is CEO of NCWEST, and is responsible for managing the organization and planning the company's globalization strategy. She also provides her visionary leadership as Chief Strategy Officer and President of NCSOFT, a global leading video game publisher with more than 4,000 employees.

She graduated from the Korea Advanced Institute of Science and Technology and holds a Ph.D. from MIT in Computational Neuroscience based on her research at the MIT Media Lab.

Dr. Yoon's teaching and business focuses on artificial intelligence. Prior to NCSOFT, she was Vice President of Communication Intelligence at SK Telecom, the largest wireless service provider in South Korea, where she led development of the intelligent and personalized data services platform as well as intelligent data services over mobile platforms. She was also instrumental in founding the NCSOFT AI Center, an advanced AI research facility to help further the company's use of AI and machine learning technology.

Additionally, as a chairperson of the NC Cultural Foundation, she actively engages in diverse philanthropic initiatives, including helping refugees through the UNHCR, and developing and distributing Augmentative and Alternative Communication (AAC) systems to improve communications for the disabled.

Dr. Yoon has been recognized by various organizations for her leadership. She was named one of the "Top 50 Women to Watch" by The Wall Street Journal in 2004, "Young Global Leader" by the World Economic Forum in 2006, and a "Young Leader" by the Boao Forum for Asia in 2007.

She is currently a member of the Advisory Council of the Stanford Institute for Human-Centered Artificial Intelligence and a board member of The Corporation of Massachusetts Institute of Technology (MIT).



ROSE TSOU

Head of Verizon Media International

Rose Tsou is the Head of Verizon Media International, leading international markets outside North America and Canada, including teams across

EMEA, LATAM and APAC, to enhance cross-regional experience in operations and talents exchange, to focus on mobile products research and development, promotion and business, and to explore strategic opportunities for market collaboration while boosting the international market growth at Verizon Media.

Rose Tsou used to be in charge of Verizon Media Japan, Hong Kong, Taiwan, Southeast Asia, India, New Zealand, Australia and other Asia Pacific regions, and was responsible for media content, digital advertising and e-commerce etc. businesses. She possesses solid experience in marketing management, mass communications and digital media management for over 20 years.

As Yahoo Kimo General Manager, she successfully led Yahoo's acquisitions of Kimo and Monday, turning Yahoo Kimo into the greatest portal site and the market leadership and creating a new momentum of e-commerce in Taiwan.



YUKAKO UCHINAGA

*Board Chair, Japan Women's Innovative Network
President and Chief Executive Officer, Globalization
Research Institute (Japan)
Member, Asia Business Leaders Advisory Council,
Asia Pacific Foundation of Canada*

Yukako Uchinaga began her career in 1971 at IBM Japan, where she held several positions in development, marketing and management. She was elected to the board of directors of IBM Japan in 1995. She had been Chairman of the Board, CEO & President of Berlitz Corp. & Director and Executive Vice President of Benesse Holdings, Inc. from 2008 until March 2013. Ms. Uchinaga is currently board chair of J-Win (Japan Women's Innovative Network), a non-profit organization that promotes diversity in workplace. Ms. Uchinaga started her own company called GRI (Globalization Research Institute Co., Ltd) in September 2013.

Ms. Uchinaga also established the 'Japan Diversity Network' (JDN) association in April 2014. In 1999, she became the first woman from outside the United States to be inducted into the Women in Technology International (WITI) Hall of Fame. In 2006, she was honored by the Society of Women Engineers (SWE) with the Upward Mobility Award. She was awarded the 'Prime Minister's Commendation for Efforts Toward the Formation of a Gender-Equal Society' in June 2013.



NICOLE VERKINDT

Founder & CEO, OMX

Nicole Verkindt is the Founder & CEO of Canadian technology company, OMX (theomx.com). OMX is a global procurement marketplace specialized in driving socio-economic returns. The platform helps to increase and measure local spend/socio-economic impacts, ESGs and other sustainability metrics. Previously, she led a global, high tech manufacturing business. Nicole is on the Board of the Canadian Federal Crown Corporation, CCC (Canadian Commercial Corporation) that performs government to government contracts between Canada and other countries around the world. She is a frequent technology commentator on CBC and technology columnist. She was a “Dragon” on CBC’s Next Gen Dragon’s Den, dedicated to early stage technology businesses and was an investor on Gimlet media’s show “The Pitch”. She was named Start Up Canada’s national woman entrepreneur of the year in 2017 and received the Canadian Advanced Technology Peter Brojde award for Next Generation leadership. She is on the board of the Canadian Chamber of Commerce and a Next Gen member of the Business Council of Canada, as well as Co-Chair of the BCC’s Task Force on Canada’s Economic Growth. In 2019, she was named StartUp Canada’s Woman Ambassador of the year as well as one of Canada’s Top 40 under 40.



REP. WINSTON WEN-YI CHEN

Representative, Taipei Economic and Cultural Office in Canada

Winston Wen-yi Chen assumed his duties as head of the Taipei Economic and Cultural Office (TECO) in Ottawa in June 2018, becoming the tenth Representative in Canada since the Office was established in 1992. Previously, he served in Ottawa (1992-1996) when the office was first established and in Toronto as Director-General of TECO from 2011 to 2013.

In his thirty-year career with Taiwan’s Ministry of Foreign Affairs, Mr. Chen has held various positions including 8 years within the Department of North American Affairs (1990-1992, 1999-2002, 2008-2011). His overseas postings include the Embassy of the Republic of China (Taiwan) in Panama (1996-1998), the Taipei Representative Office in the E.U. and Belgium (2002-2008) and from 2014 to 2016 Mr. Chen served as Ambassador to the Republic of the Marshall Islands. Prior to his current posting in Ottawa, Mr. Chen served as Director-General of the Department of East Asian and Pacific Affairs (2016-2018).

Mr. Chen received a Bachelor of Arts in International Trade from Soochow University and a Certificate in English Language from Leeds University, UK.



SARA WILSHAW

*Assistant Deputy Minister & Chief Trade
Commissioner, Global Affairs Canada*

A senior government executive of 26 years, Sara Wilshaw is Canada's Chief Trade Commissioner and Assistant Deputy Minister at Global Affairs Canada (GAC). She leads a global team helping Canadian businesses find new customers, troubleshoot market access, sell their products, and grow their business. Sara also leads work across global trade support services including export finance, foreign investment and responsible business conduct.

Previously, Sara served as Director of Operations, Foreign and Defence Policy Secretariat at the Privy Council Office, where she provided strategic analysis and advice to the Prime Minister, the Clerk of the Privy Council, the National Security and Intelligence Advisor, and the Foreign and Defence Policy Advisor on matters concerning Canada-U.S. relations, Latin America, Trade issues, Climate Change, Human Rights and the UN.

Prior to joining PCO, Sara led GAC's North America Bureau as Director General during the renegotiation of NAFTA. She was previously appointed to represent Canada as Consul General in Dallas, and as Senior Trade Commissioner in New Delhi, and has extensive experience in trade promotion and negotiations, including at Canada's Permanent Mission to the WTO in Geneva and at the Embassy of Canada in Japan.

Her experience at GAC includes functional and geographic, as well as foundational, work on Global Commerce Strategy, Corporate Social Responsibility for the Extractive Sector, modernization of the Trade Commissioner Service, trade policy consultations and communications, as well as human resources.



DR. GRACE YEH

*Founder, Pharma Engine Inc. & Vice-President,
Taiwan Bio Industry Organization (TBIO)*

Dr. Grace Yeh founded PharmaEngine, Inc. (TWO: 4162) in 2003, one of the most eye-catching success stories emerging from Taiwan's maturing biopharmaceutical sector. PharmaEngine is the first Taiwan-based company to receive US FDA approval for a locally-developed oncology product, Onivyde®, as the standard of care for the treatment of metastatic pancreatic cancer and approved in major markets. Prior to returning to Taiwan, she served in senior positions at Millennium Pharmaceuticals, LeukoSite, CytoMed, and T Cell Sciences, all based in Cambridge, MA, USA.

Prior to joining the industry, she worked in academic research at INSERM (National Institutes of Health and Medical Research) in France; and Blond McIndoe Centre for Transplantation Biology in England. Dr. Yeh received her B.S. in Biology from Fu-Jen University, Taiwan, and her Ph.D. in Immunology from Medical University of South Carolina, USA.. She has over 70 peer-reviewed publications and 6 issued US patents. PharmaEngine focuses on developing new drugs for cancer and Asian prevalent diseases. The company has adopted the no research development only (NRDO) and networked pharma models. PharmaEngine has three corporate partners (Merrimack Pharmaceuticals, Inc., Cambridge, MA, USA; Nanobiotix S.A., Paris, France; and Guangzhou BeBetter Technology Co., Ltd., Guangzhou, China). The company has received numerous awards.

PROJECT TEAM

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ABOUT THE ASIA PACIFIC FOUNDATION OF CANADA

The Asia Pacific Foundation of Canada (APF Canada) is a not-for-profit organization focused on Canada's relations with Asia. Our mission is to be Canada's catalyst for engagement with Asia and Asia's bridge to Canada. APF Canada is dedicated to strengthening ties between Canada and Asia with a focus on seven thematic areas: trade and investment, surveys and polling, regional security, digital technologies, domestic networks, sustainable development, and Asia Competency

Our research provides high-quality, relevant, and timely information, insights, and perspectives on Canada-Asia relations. Providing policy considerations and business intelligence for stakeholders across the Asia Pacific, our work includes Reports, Policy Briefs, Case Studies, Dispatches, and a regular Asia Watch newsletter that together support these thematic areas.

APF Canada also works with business, government, and academic stakeholders to provide custom research, data, briefings and Asia Competency training for Canadian organizations. Consulting services are available by request. We would be pleased to work with you to meet your research and business intelligence needs.

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