# THE NATIONAL CONVERSATION ON ASIA

Inspiration, Initiatives & Legacy

Asia Pacific Foundation of Canada Fondation Asie
Pacifique du
Canada







The National Conversation on Asia was able to attract an impressive group of blue chip corporate partners from all regions of the country and all major sectors of the economy. We thank each of them for their great vision and generosity.

NCA Founding Partners









NCA Founding Sponsors





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CANADIAN

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## Foreword

The National Conversation on Asia (NCA) is one of the most ambitious and successful initiatives in the 30 year history of the Asia Pacific Foundation of Canada.

It grew out of two beliefs. First, that Canada needed to take advantage of the global shift from west to east in geopolitics, business and culture to ensure Canadians' prosperity and well-being. Second, that we couldn't expect government alone to deliver the programs that were essential to increase Canadians' understanding of and engagement with Asia.

That's why we created the National Conversation on Asia, a national program to get Canadians thinking and talking about Asia and what its rise means to Canada. It also aimed to ensure that government policies at all levels were geared to a more Asia focused century. The Conversation was entirely funded from private sources, winning support from 15 blue chip sponsors across the country. It partnered with more than two dozen other NGOs and civil society organizations.

The program began in April 2011 with launches in Montreal, Vancouver and Toronto and was scheduled to run for three years. However, it was extended a further six months, ending this month with a capstone conference in Calgary entitled Canada's Asia Challenge: Skills and Knowledge for the Next Generation, the subject of one of the NCA's four task force reports.

The NCA encompassed a broad range of activities in eight provinces a well as Yukon, including speeches, roundtables, student events, polling, task force reports, and outreach through a dedicated website, social media and traditional media. Ongoing support and cooperation from both the federal governments and provincial governments across the country helped ensure the success of this project.

I believe the NCA made a significant difference not just by raising awareness, but also by effecting change across the country and helping to move decision-makers from the question of 'Why Asia?' to 'How Asia?' It was also transformative for the Asia Pacific Foundation of Canada in terms of its profile, reach, and access to new networks and contacts. Its success underscored the Foundation as a source of trusted knowledge and the convenor of choice in Canada on Asia.

More concretely, a number of legacy projects have arisen out of the NCA and are ongoing, as outlined on pages 38 and 39 of this document.

This project was the creation of my predecessor Yuen Pau Woo, who deserves special thanks. However, it was a team effort and the full NCA team is listed in the appendix. I would particularly like to thank, in Toronto, the home base of the project, Director Douglas Goold, who directed the project, and Project Manager Jordan Dupuis, who managed it. In Vancouver, I would like to thank Jill Price, Vice President, Development and Corporate Affairs, for her success in securing and stewarding corporate support for the initiative.

I hope you enjoy this legacy document. While much has been accomplished by the National Conversation over the past three years, much still remains to be done to increase engagement and understanding between Canada and Asia.

#### **Stewart Beck**

President and CEO
Asia Pacific Foundation of Canada

October 2014

# Avant-propos

Le Dialogue canadien sur l'Asie (DCA) est une des initiatives les plus ambitieuses des trente ans d'histoire de la Fondation Asie-Pacifique du Canada.

Elle est née de deux convictions. Premièrement, que le Canada devait profiter du basculement global de l'ouest vers l'est en géopolitique, en affaires et en culture, pour assurer la prospérité et le bien-être des Canadiens. Deuxièmement, que nous ne devions pas nous attendre à ce que le gouvernement seul livre les programmes essentiels à mieux comprendre et renforcer l'engagement des Canadiens envers l'Asie.

C'est pourquoi nous avons créé le Dialogue canadien sur l'Asie, un programme national qui vise à amener les Canadiens à réfléchir et à discuter de l'Asie et de ce que son émergence signifie pour le Canada. Il vise aussi à s'assurer que les politiques gouvernementales à tous les niveaux soient plus adéquates pour un siècle davantage axé sur l'Asie. Le Dialogue a été entièrement financé de sources privées et a obtenu l'appui de 15 corporations majeures à l'échelle du pays. Il a fonctionné en partenariat avec plus de deux douzaines d'autres ONG et des organismes de la société civile.

Le programme a vu le jour en avril 2011, avec des lancements à Montréal, Vancouver et Toronto et devait se dérouler sur trois ans. Cependant, il a été prolongé de six mois prenant fin ce mois-ci à Calgary avec une conférence de clôture intitulée Canada's Asia Challenge: Skills and Knowledge for the Next Generation, sujet d'un rapport d'un des quatre groupes de travail du DCA.

Le Dialogue a donné lieu à un large éventail d'activités dans huit provinces ainsi qu'au Yukon: discours, tables rondes, événements pour étudiants, sondages, rapports de groupes de travail et réseautage par le biais d'un site web spécifique, les médias sociaux et les médias traditionnels. Le soutien et la coopération continus des gouvernements fédéral et provinciaux à l'échelle du pays ont assuré le succès de ce projet.

Je suis convaincu que le DCA a fait une différence marquante, non seulement en augmentant la conscientisation, mais aussi en amenant des changements à l'échelle du pays et en aidant les décideurs à passer de la question « Pourquoi l'Asie? » à « Comment l'Asie? » Ce fut aussi un agent de transformation pour la Fondation Asie-Pacifique du Canada en termes de profil, d'envergure et d'accès à de nouveaux réseaux et contacts. Son succès a souligné l'importance de la Fondation comme source de renseignements fiables et comme rassembleur de choix sur l'Asie

Plus concrètement, un certain nombre de documents témoins sont nés de l'initiative du DCA, tels que mentionnés aux pages 38 et 39 de ce document.

Ce projet était la création de mon prédécesseur Yuen Pau Woo, qui mérite des remerciements tout spéciaux. Ce fut tout de même un travail d'équipe et la liste complète des participants figure en appendice. J'aimerais remercier tout particulièrement, à Toronto, base du projet, son directeur Douglas Goold et le chef de projet, Jordan Dupuis, et à Vancouver, Jill Price, vice-présidente du Développement et des affaires corporatives pour nous avoir obtenu le soutien du milieu des affaires.

J'espère que vous apprécierez le document témoin. Nous avons énormément accompli avec le Dialogue canadien sur l'Asie au cours des trois dernières années, mais il reste encore beaucoup à faire pour renforcer l'engagement et la compréhension entre le Canada et l'Asie.

#### Stewart Beck

Président et chef de la direction Fondation Asie-Pacifique du Canada

Octobre 2014

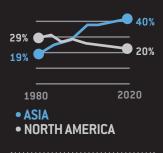




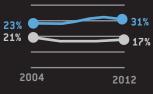
National
Conversation
on Asia:

Inspiration,
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& Legacy

# Percentage of World GDP

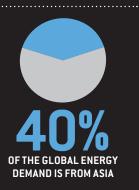


# Percentage of Global Imports



• ASIA

• NORTH AMERICA



DATE: 2011







DATE: 2012



# Global Middle Class 2009

ASIA 28%

NORTH AMERICA 18%

2030

ASIA 66%

NORTH AMERICA 7%



# Power Shift

# A Global Power Shift is Underway from West to East

The most visible aspect of this shift is economic, as shown by high growth rates in many Asian countries and virtual certainty that China will soon surpass the United States as the world's largest economy. For many, the only point of debate is not if that will happen, but when. As you can see from the data on the map of Asia on the previous pages, the growth both of GDP and the middle class in Asia is expected to rise spectacularly in the coming years. Populations will also expand. According to a recent report by the United Nations' Department of Economic and Social Affairs, in 1950, nine of the 30 largest cities in the world were in Asia; by 2025, nineteen of the biggest cities will be in Asia.

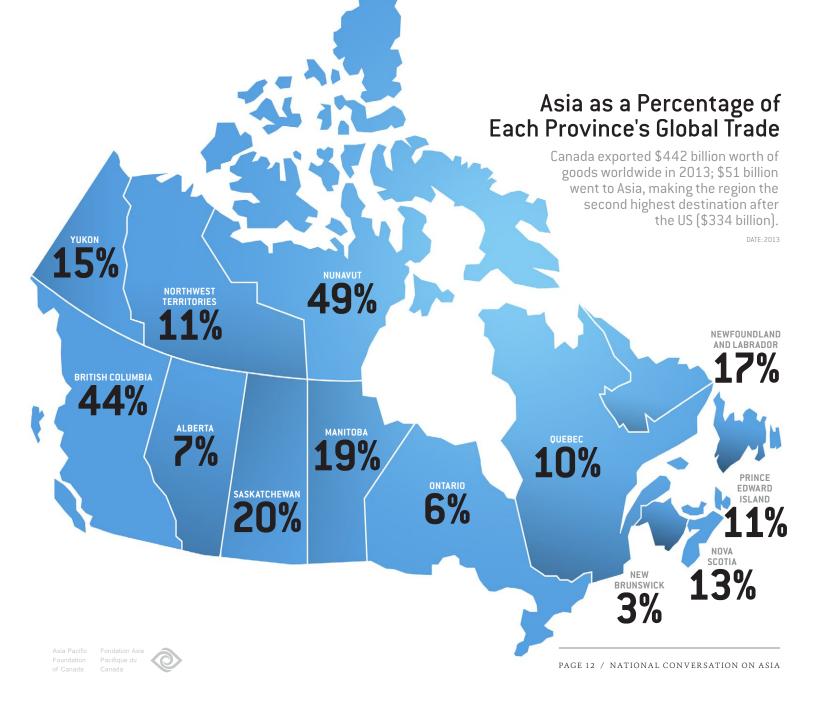
Asia in general, and China in particular, are key to global prosperity. Since the great recession of 2008, China has been responsible for 25% to 40% of global growth. Moreover, China has become not just an important trading partner for many countries, but the most important trading partner for 127 countries, compared to 76 for the United States. Two of the world's original four 'BRIC' emerging economies — Brazil, Russia, India and China — are entirely in Asia. Most view this shift not as a major change in the course of history but simply as a return to the situation that prevailed before the industrial revolution and the rise to pre-eminence of Europe and then North America. Up to the 18th century, China and India had for centuries had two of the largest economies on the planet.

But the rebalancing that has been taking place in recent decades is more than just economic. It is also strategic, military, political and cultural. Examples abound:

- There is a widespread worry among US allies in Asia and beyond that the US has largely abandoned its traditional geopolitical role in Asia, despite its declared 'pivot to Asia.'
- As for culture, think of the global influence and appeal of Bollywood, Asian fusion food, and Chinese artists, some of whose works are now selling in the West for millions of dollars.
- Of course, not all of Asia's influence on the globe is positive. For example, many of the world's
  most polluted cities are Asian. This spring, the World Health Organization concluded that New
  Delhi has the world's worst air pollution, easily trumping the notoriously poor air quality in Beijing.

CHINA HAS
BECOME NOT JUST
AN IMPORTANT
TRADING PARTNER
FOR MANY
COUNTRIES,
BUT THE MOST
IMPORTANT
TRADING PARTNER
FOR 127
COUNTRIES





## What it Means to Canada

This global shift is important to Canada, most of whose history, particularly in eastern and central Canada, has reflected its connection to the United States and Europe.

Not very long ago, 87% of Canada's exports went to the US, and 99% of its fossil fuel exports still go to that single customer, a worrisome state of affairs. Clearly, that needs to change. It is essential that the mindset and policies of Canada and Canadians, while still respecting the importance of the US and Europe, adapt themselves to a more Asia-centric century.

Already Asia and particularly China are critical to Canada's prosperity. China recently passed Great Britain as Canada's second-largest trade partner, and bilateral trade stands at more than \$70 billion, quite apart from the growing trade with other Asian economies. Canada's exports to China doubled between 2008 and 2013, but are still not what they should be; our market share in China has barely budged over that five-year period. And which country has the greatest influence on the price of commodities such as copper, which is essential to Canada's prosperity? China.

The importance of Asia to many parts of the country, particularly to British Columbia and the western provinces, is well known. What is less well known is the extent to which other parts of Canada rely upon their business connection to Asia. Few realize, for example, that the Port of Halifax now does more than 50% of its trade with Asia Pacific, up from single digits only a few years ago. The federal government recognizes the importance of Asia to Canada's prosperity. Six of the country's 13 'priority markets' are Asian. Ottawa completed a free trade agreement with South Korea in March 2014 and is in negotiations with India and Japan, as well as participating in negotiations on the ambitious Trans-Pacific Partnership.

This publication describes how and why the NCA came into being and outlines its activities across the country. But our goal is not just to look back but also to look forward at what needs to be done to further engage Canada and Canadians and Asia. We believe the NCA has laid the groundwork for a number of legacy projects, and in that sense it will continue beyond its formal close in October 2014. While much has been accomplished, much more needs to be done.

Most Canadians are aware of the tremendous transformations that have taken place in Asia in the last several decades. Canadians are less familiar with the long-term impact of these transformations on Canada, and on their lives. This is a story which is ongoing, its true dimensions to emerge in the coming years and decades.

**JOSEPH CARON**CO-CHAIR,
NCA FUTURES GROUP ON ASIA

11.6% OF CANADA'S TRADE IS WITH ASIA

60.1%
OF CANADA'S EXPORTS TO
ASIA GO TO CHINA, JAPAN AND
SOUTH KOREA

#2
CHINA IS NOW CANADA'S
SECOND LARGEST EXPORT
MARKET

DATE: 2012

We are very pleased about the complementarity of our two economies. Canada is a major developed country and one of the Group of 7, is also in the Group of 20, and is very developed in science, technology and environmental protection. There is much we can do together.

#### **LU SHUMIN**

FORMER AMBASSADOR OF THE PEOPLE'S REPUBLIC OF CHINA TO CANADA

## Asian Investment in Canada



20.7.000

# Creation of the National Conversation on Asia

The Asia Pacific Foundation of Canada was created by an Act of Parliament in 1984 as a non-partisan think-tank to increase engagement between Canada and Asia. At the Foundation's 25th anniversary celebrations in 2009, a consensus emerged that a major initiative was required in Canada to reflect new realities and to put Asia on the radar screens of Canadians, particularly policy-makers at the municipal, provincial and federal levels. Attendees agreed that it was unrealistic and even unfair to rely on government to deliver such an initiative; rather, it was time for the private sector and corporate Canada to step up to the plate.

The result was the creation of the National Conversation on Asia (NCA), which has depended entirely upon the generosity of the private sector; no public money was solicited or accepted. Given the nature of the initiative — the most ambitious in the history of the Foundation — it was determined that little or nothing of any lasting value could be accomplished in a year. That is why the project was designed to continue for three years. As it turned out, it was extended by a further six months, with a capstone conference in Calgary, Alberta in October 2014 entitled: Canada's Asia Challenge: Skills and Knowledge for the Next Generation. The conference, which is attended by representatives of governments, educational institutions, the private sector and civil society from across the country, considered the issue of 'Asia Competence' and how the next generation needs to learn more Asian history, culture and languages to prosper in a more Asian century.

## Goals and Launches

The NCA was launched in April 2011 in Vancouver at the Bill Reid Gallery, in Toronto at the Royal Ontario Museum and in Montréal at the Musée des Beaux Arts. From the outset, the NCA's goals were to get Canadians thinking and talking about Asia's rise and what it means to Canada and Canadians, and what governments, companies and civil society need to do to respond effectively to the challenge. The initiative embraced a broad range of activities, including high-level roundtables, public and student events, task forces on timely Canada-Asia issues, media engagement and the creation of networks across the country. The small NCA staff organized almost 170 activities and events in eight provinces as well as Yukon and online over a three and a half year period. It succeeded in leveraging the initiatives of other organizations, often in partnership.

The NCA was able to attract an impressive group of blue chip corporate partners from all regions of the country and all major sectors of the economy. The Founding Partners were BMO Financial Group, Manulife Financial, Shell Canada and Teck; Founding Sponsors were HSBC Bank Canada and Port Metro Vancouver; Founding Supporters were Cameco, Canadian Pacific, Deloitte, Fiera Capital, Husky Energy, Port of Halifax, SNC-Lavalin, Telus and YVR, the Vancouver Airport Authority. We thank each of them for their vision and generosity.

The NCA attracted an equally wide range of civil society partners from across Canada – NCA supporting organizations – including Saint Mary's University in Halifax; CORIM (Le Conseil des relations internationales de Montréal); the Munk School of Global Affairs at the University of Toronto; the Johnson-Shoyama Graduate School of Public Policy at the Universities of Saskatchewan and Regina; the Canada West Foundation in Calgary; and the BC First Nations Energy and Mining Council in Vancouver. We partnered with these organizations and many others at events across the country. We also created the Futures Group on Asia (FGA), a panel of prominent Asia experts, thought leaders and practitioners from across Canada to help guide the NCA's activities and priorities. The group was co-chaired by David Emerson, Canada's former Minister of Foreign Affairs, Minister of International Trade with responsibility for the Asia Pacific Gateway initiative and the 2010 Vancouver Olympics,

GOALS WERE TO GET CANADIANS THINKING AND TALKING ABOUT ASIA'S RISE AND WHAT IT MEANS TO CANADA AND CANADIANS



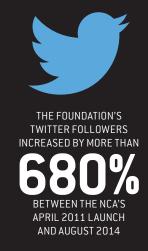


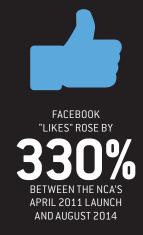
and Minister of Industry, and Joseph Caron, Canada's former Ambassador to China and Japan, as well as High Commissioner to India. FGA members were involved in NCA activities across the country, and helped mould public conversations about the importance of Asia for Canada through opinion pieces and interviews under the NCA banner.

## Online Interactive

The NCA had a prominent internet presence which was anchored by the project website: <a href="www.NationalConversationOnAsia.ca">www.NationalConversationOnAsia.ca</a>. Our goal was to appeal as much as possible to the next generation of leaders, and to that end we engaged bright, young Canadians based in Canada or in Asia who had unique experiences of the region as NCA bloggers. An equally important goal was to expand our social media presence.

- The Foundation's Twitter followers increased by more than 680% between the NCA's April 2011 launch and August 2014
- APF Canada's Facebook 'likes' grew by more than 330% since the NCA's launch
- We published over 130 blog posts by young, Asia-engaged Canadians, often based on on-theground experience. Subjects ranged widely, from traffic in Jakarta to Japanese soft power through pop culture.
- We hosted 15 interactive Online Conversations, facilitating open exchanges on priority issues, such
  as Asian development challenges, Chinese investment in Canada and teaching Asian languages
  and culture in Canadian schools
- We offered the "Three Questions with..." feature with Asia experts. Topics included Myanmar, reforms in Japan and the development of carbon markets in Asia







# Outreach

# How Do You Even Begin Such an Ambitious Project?

You have a worthy but broad set of goals, a national mandate, generous funding and important supporters, but a small staff and no obvious examples on which to model the initiative. Our approach was to catalyze conversations in various parts of the country, taking a 'big tent' approach by working with local partners and using our convening power to bring together a wide range of groups to work on Asia initiatives relevant to their organizations.

We addressed many constituencies including students, policy-makers, businesspeople and academics, often convening events that included each of these groups. While our focus was often on the subjects one would expect, such as Canada's trade and investment links with Asia, we made a point of broadening our audience by holding or supporting cultural events with an Asian theme.

APPROACH WAS TO CATALYZE CONVERSATIONS IN VARIOUS PARTS OF THE COUNTRY, TAKING A 'BIG TENT' APPROACH



PREMIER
WALL SPOKE
ABOUT THE
NEED TO FOSTER
CLOSER BUSINESS
TIES WITH ASIA
THROUGH TRADE
AGREEMENTS, IN
PARTICULAR WITH
SOUTHEAST ASIA

# Influencing Decision-Makers

Through the NCA's convening capabilities, research and networks, APF Canada has reached and influenced important government decision-makers and agenda-setters.

- The NCA held a series of meetings and discussions with officials in Nova Scotia in March 2014
  with particular emphasis on the Foundation's work on Asia Competence. We also partnered
  on an event which featured The Hon. Stephen McNeil, the province's newly-elected Premier,
  making his first public remarks on the importance of Asia for the province's economy.
- In October 2013, APF Canada hosted an NCA luncheon event in Toronto with The Hon. Brad Wall, Premier of Saskatchewan. Premier Wall spoke about the need to foster closer business ties with Asia through trade agreements, in particular with Southeast Asia.
- APF Canada President and CEO Yuen Pau Woo gave the opening keynote address at the Ontario
  Ministry of Economic Development, Trade and Employment-led Ontario Asia Pacific Global
  Export Forum in Toronto in September 2013. The conference attracted over 460 delegates.
  The Hon. Kathleen Wynne, Premier of Ontario, and The Hon. Eric Hoskins, Minister of Economic
  Development, Trade and Employment, spoke immediately prior to Mr. Woo, with Minister
  Hoskins opting to use the conference to launch the Province's 'Going Global' trade strategy.
- NCA Director Douglas Goold and APF Canada Vice-President of Knowledge and Research Eva Busza met with The Hon. Darrell Pasloski, Premier of Yukon, in March 2013. They discussed NCA task force work, trends in Canadians' views on Asia from our annual National Opinion Poll and APF Canada's research agenda while also considering burgeoning Asian investment in Yukon.

- In November 2012, Douglas Goold and APF Canada Distinguished Fellow Len Edwards met with Saskatchewan Premier Brad Wall, of Saskatchewan, to coincide with the NCA-facilitated visit to Saskatchewan of Rajat Nag, Managing Director General of the Asian Development Bank (ADB).
   The group discussed the ADB's support for green growth in Asia and opportunities for exporters in Asia.
- Canada's Minister of Foreign Affairs, John Baird, gave the keynote speech at the Canadian Council of Chief Executive's September 2012 conference Canada in the Pacific Century. The NCA co-presented a session featuring Asian and Canadian executives. Minister Baird's speech echoed recommendations from the report of the NCA task force on Asian regional institutional architecture released only a few weeks earlier. Mr. Baird underscored the importance of Asia to Canada as a foreign policy priority, observing that "From Mumbai to Manila, you can feel the pulse of a region undergoing profound change. And Canada must be a part of it. It's not a choice; it's not an option; it's a national imperative."
- In November 2011, the NCA conducted an unprecedented, half-day, Asia Strategy Session with Deputy Ministers and Assistant Deputy Ministers from 14 federal government departments in Ottawa. Futures Group on Asia members led discussions with government officials on trade and investment, Asian regional institutional architecture, human rights, and energy. The session was chaired by the FGA's Co-Chair, Joseph Caron. Wayne Wouters, Clerk of the Privy Council, was a keen supporter of the initiative and participated in the deliberations.
- At the 2011 annual summer meeting in Vancouver of the Council of the Federation, Canada's
  Premiers endorsed the NCA in the meeting's final report entitled Canada and the Global
  Economy. The Premiers agreed to: "Encourage Canadians to participate in initiatives like
  the Asia Pacific Foundation's 'National Conversation on Asia' that will help Canadians better
  understand the importance of Asia to Canada."

Canada and Japan enjoy a complementary economic relationship and we have the potential for this relationship to expand further. Indeed, now\* is a perfect time to expand the scope of free trade between our two countries.

#### **SADAAKI NUMATA**

FORMER JAPANESE AMBASSADOR TO CANADA \*APRIL 2013

...........

# Number of Sister Cities in Asia

78 JAPAN

42 CHINA

11 SOUTH KOREA

**5** PHILIPPINES

3 AUSTRALIA

3 INDIA

3 TAIWAN

2 NEW ZEALAND



Discussion at the NCA event 'Exit

# Provincial Engagement and Roundtables

The NCA has provided advice to senior officials in many provincial governments, including direct support for Alberta's Asia Advisory Council and the Saskatchewan Asia Advisory Council. We also regularly convened by-invitation, multi-stakeholder roundtables featuring prominent Asian experts or policy-makers, often in conjunction with provincial officials. These roundtables have brought together corporate executives, government representatives, civil society leaders and prominent academics. NCA multi-stakeholder roundtables have included:

#### Manitoba and Asia: The Way Forward

Winnipeg, January 2014

Partner: University of Manitoba

**Speakers included:** David Barnard, President, University of Manitoba and David Mulroney, Distinguished Fellow, APF Canada, Distinguished Senior Fellow, Munk School of Global Affairs, and Canada's former Ambassador to the People's Republic of China

#### Canada-India Relations in the Lead-Up to India's Elections

Toronto, June 2013

Partner: Bennett Jones LLP

Speaker: Stewart Beck, High Commissioner of Canada to India

#### The Canada-China Relationship: What's Beyond Natural Resources?

Toronto, March 2013

Partner: Bennett Jones LLP

Speaker: Lu Shumin, Vice President, Chinese People's Institute of Foreign Affairs and former

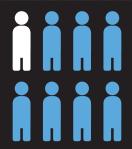
Ambassador of the People's Republic of China to Canada

ROUNDTABLES
ROUNDTABLES
HAVE BROUGHT
TOGETHER
CORPORATE
EXECUTIVES,
GOVERNMENT
REPRESENTATIVES,
CIVIL SOCIETY
LEADERS AND
PROMINENT
ACADEMICS





Until the late 1970s, most immigrants to Canada were from Europe. Now most newcomers are from Asia. According to the 2011 census, 19% of Canada's population is a member of a visible minority, of which 65% are Asian. Asians represent about 13% of Canada's population and are the fastest growing visible minority group in Canada.



ONE OUT OF EIGHT CANADIANS IS OF ASIAN DESCENT

57%
OF ALL IMMIGRANTS TO
CANADA BETWEEN 2006
AND 2011 CAME FROM ASIA

#### Exit the Fast Lane: Asia's New Normal

Saskatoon and Toronto, November 2012

**Partners:** Johnson-Shoyama Graduate School of Public Policy (Saskatoon), Foreign Affairs and

International Trade Canada (Toronto)

**Speaker:** Rajat Nag, Managing Director General, Asian Development Bank

# The Role of ASEAN in Asia's Rise: Southeast Asia's Place in an Asia Strategy for Canada

Toronto, September 2012

Partner: Blakes LLP

Speaker: Surin Pitsuwan, Secretary-General of the Association of Southeast Asian Nations (ASEAN)

#### Asia Rising: Opportunities for Canada and Saskatchewan

Saskatoon and Regina, March 2012

Partner: Johnson-Shoyama Graduate School of Public Policy

**Speakers included:** Yuen Pau Woo, President and CEO, APF Canada and Len Edwards,

Distinguished Fellow, APF Canada and Canada's former Ambassador to Japan and South Korea

## **Public Events**

The NCA has engaged public audiences across the country, both leading events and contributing content to events led by NCA supporting organizations. Examples of the over 80 public events the NCA has facilitated include:

#### India's Leadership Transition

Toronto, May 2014

Partner: Rotman School of Management, University of Toronto

Speakers included: Iain Marlow, Asia-Pacific Correspondent, The Globe and Mail and Kasi Rao, Vice-

President, APF Canada

#### Preparing Alberta for the Asian Century

Edmonton and Calgary, March 2014

Partner: Alberta Ministry of International and Intergovernmental Affairs

**Speakers included:** The Hon. Teresa Woo-Paw, Associate Minister of International and Intergovernmental Relations, Province of Alberta; Victor Rabinovitch, Member, APF Canada/Munk School of Global Affairs Task Force on Asia Competence; and Peter Sutherland, President, Canada-India Business Council

#### The Rise of Asia: Are We Ready?

Winnipeg, January 2014

Partner: University of Manitoba

**Speakers included:** David Mulroney, Distinguished Fellow, APF Canada, Distinguished Senior Fellow, Munk School of Global Affairs, University of Toronto, and Canada's former Ambassador to the People's Republic of China and Digvir Jayas, Vice-President (Research and International), University of Manitoba

The best way for Canada and India to engage is to meet much more often. In my experience, meetings between Canadian businesspeople and Indian businesspeople don't happen that often. With the US and India, there are constant meetings on various issues.

#### **JAMSHYD GODREJ**

CHAIR AND MANAGING DIRECTOR, GODREJ & BOYCE, MUMBAI, INDIA

# Canada's Main Export Partners in Asia



\*BILLION CANADIAN DOLLAR



#### Canada-Asia 2013: Navigating Asia's Future, Charting Canada's Strategy

#### Vancouver, June 2013

The conference, one of the largest APF Canada events in many years, was an important watershed for the Foundation. It attracted over 500 delegates from Canada and Asia and was a call to action for governments, companies, civil society organizations and individuals in the Canada-Asia space to move from conversation to action.

#### Why Asia is Important for Canada Now

Whitehorse, March 2013

Partners: Yukon College, Whitehorse Chamber of Commerce

Speakers: Eva Busza, Vice-President of Knowledge and Research, APF Canada and Douglas Goold,

Director, National Conversation on Asia, APF Canada

#### Responding to the Rise of Asia: Challenges for Québec and Canada

Montréal, February 2013

Partner: Le Conseil des relations internationales de Montréal (CORIM)

Speaker: Yuen Pau Woo, President and CEO, APF Canada

#### Asia Rising: Opportunities for Canada and Saskatchewan

Regina, March 2012

Partner: Johnson-Shoyama Graduate School of Public Policy

Speaker: The Hon. Bill Boyd, Saskatchewan Minister of Energy and Resources

#### Atlantic Canada and Asia Rising: Threats or Opportunities for Future Prosperity?

Halifax, October 2011

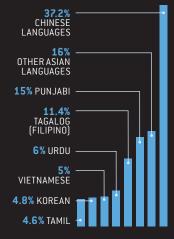
**Speakers included:** David Emerson, former Minister of Foreign Affairs; Colin Dodds, President, Saint Mary's University; Karen Oldfield, President and CEO, Port of Halifax; and Stewart Beck, High Commissioner of Canada to India

The most important thing that Canada has to do in terms of engaging with Asia is to psychologically reorient itself and begin to accept the fact that today London and Paris represent cities of the past while Shanghai and Singapore represent cities of the future.

#### KISHORE MAHBUBANI

DEAN AND PROFESSOR, LEE KUAN YEW SCHOOL OF PUBLIC POLICY, SINGAPORE

# Of the Asian Languages Spoken in Canada:



% OF ASIAN LANGUAGE



# Broadening the Conversation

In order to broaden our focus beyond the economic and political dimensions of Canada-Asia relations, we actively promoted selected Asia-themed cultural initiatives.

#### Asia Contemporary Speaker Series

In partnership with the Canadian Art Foundation we presented the Asia Contemporary Speaker Series, which consisted of five lectures on contemporary Asian art. The series was generously sponsored by BMO Financial Group and the NCA's sponsors and ran from autumn 2012 to spring 2013.

The series featured some of the world's leading art critics and curators, including Vishakha Desai, Senior Director for Global Policy and Programs at the Guggenheim Foundation in New York; Philip Tinari, Director of the Ullens Centre for Contemporary Art in Beijing; and Mami Kataoka, Chief Curator of the Mori Art Museum in Tokyo.

#### Film Festivals

The NCA has engaged new audiences by aligning with selected Asia-themed film festivals and programs, including:

# DOXA Documentary Film Festival: Ai Weiwei: Never Sorry Vancouver, May 2012

The film focused on Chinese artist and pro-democracy activist, Ai Weiwei. APF Canada Distinguished Fellow and former Canadian Ambassador to China, Joseph Caron, spoke before the screening.

#### Toronto International Film Festival (TIFF) Toronto, June 2013

The NCA co-presented the 'Roundtables & Talks' program of TIFF's A Century of Chinese Cinema. The program began with a screening of the iconic "Farewell My Concubine" and a conversation with its director, Chen Kaige.

#### Toronto Reel Asian International Film Festival

Toronto, November 2013

The NCA was a partner for the screening of The Kirishima Thing, a Japanese film which explores the human geography and intense hierarchy of Japanese high school.

#### Toronto Japanese Film Festival

Toronto, June 2014

The NCA was a Screening Sponsor for the third annual Toronto Japanese Film Festival which consisted of two weeks of film screenings, gallery exhibitions, lectures, receptions and performances. THE NCA
HAS ENGAGED
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ASIA-THEMED
FILM FESTIVALS
AND PROGRAMS





# Student Engagement

The NCA has engaged university students by facilitating on-campus talks and supporting high-profile student-led Asia-themed activities such as:

#### **Campus Conversations**

Vancouver, March 2012 and 2013

Half-day moderated dialogue sessions

#### **Student-focused Expert Discussions**

Whitehorse, Vancouver, Kamloops, Edmonton, Saskatoon, Toronto, Montréal, Fredericton and Halifax, 2011-2014

On-campus talks with visiting experts targeted to student audiences

#### **INDePth Conferences**

#### Toronto, March 2012, 2013 and 2014

Annual student-led conferences at the University of Toronto which have attracted speakers and delegates from Canada, the US and Asia. The 2012 Indepth conference focused on Indonesia, in 2013 it focused on China while 'Reimagining the Korean Peninsula' was the theme of the 2014 conference

We have to do an even better job in providing students opportunities to study Asian languages and cultures and we have to try to push students to be a little more risk taking on where they choose to go outside of Canada. Very few are choosing to go to China, India, or Korea.

#### STEPHEN TOOPE

FORMER PRESIDENT OF THE
UNIVERSITY OF BRITISH
COLUMBIA AND INCOMING
DIRECTOR OF THE MUNK
SCHOOL OF GLOBAL AFFAIRS,
UNIVERSITY OF TORONTO

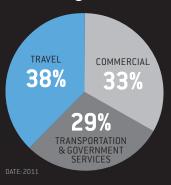
# Foreign Students in Ontario



Canada often suffers from an overwhelming sense of complacency. We assume that because we have the resources the world needs – the energy, mineral and agricultural resources - the world will beat a path to our door. But we need to find new markets for our resources and that means developing the social skills, the ability to communicate with different cultures and in different languages.

ROGER GIBBINS
CANADA WEST FOUNDATION

# Services Exports to Asia by Sector



# Research and Analysis

The NCA commissioned four high-level task forces to address the most pressing and timely Canada-Asia issues:

#### Topic: Energy

**Title:** Securing Canada's Energy Future **Partner:** Canada West Foundation

**Co-Chairs:** The Hon. Kevin Lynch, Vice-Chair, BMO Financial Group; and Kathleen Sendall, Director, CGG Veritas and former senior executive at Petro-Canada

**Members:** Wenran Jiang, Director, Canada-China Energy and Environment Forum; Peter Tertzakian, Chief Energy Economist and Managing Director, ARC Financial Corporation; Grand Chief Ed John, Hereditary Chief of Tl'azt'en Nation and Member, Political Executive, First Nations Summit Task Group; and David Sawyer, Director of Climate Change and Energy, International Institute for Sustainable Development

Publication date: June, 2012

**Theme:** Canada's biggest challenge as an energy exporting country is security of demand, and Asia offers the greatest opportunity to respond to the challenge.

#### Topic: Asian Regional Institutional Architecture

Title: Securing Canada's Place in Asia: Institutions, Means and Mechanisms

**Chair:** Donald Campbell, Senior Strategy Advisor, Davis LLP, Co-Chair of the Pacific Economic Cooperation Council (PECC), Distinguished Fellow, APF Canada and Canada's former Ambassador to Japan and South Korea

**Members:** Paul Evans, Professor of Asian International Relations, University of British Columbia and Pierre Lortie, Senior Business Advisor, Fraser Milner Casgrain LLP

Publication date: September, 2012

**Theme:** If Canada wants to secure its place in Asia, it will require a comprehensive engagement that extends beyond a commercially-focused and bilateral-centered approach to include multiple regional organizations.

#### **Topic: Human Rights**

**Title:** Advancing Canada's Engagement with Asia on Human Rights: Integrating Business and Human Rights

**Chair:** Pitman B. Potter, HSBC Chair, Asian Research, Institute of Asian Research, University of British Columbia

**Members:** Joseph K. Ingram, former President and CEO, The North-South Institute and former World Bank Special Representative to the UN and WTO; Robert G. Wright, former Canadian Ambassador to China and Japan; Douglas Horswill, Senior Vice President, Teck Resources Limited; and Sharon K. Hom, Executive Director, Human Rights in China (HRIC)

Publication date: September, 2013

**Theme:** Canada needs to ensure more positive support for human rights protection in Asia while also pursuing economic opportunities in the region.

#### Topic: Asia Competence

Title: Canada's Asia Challenge: Creating Competence for the Next Generation of Canadians

Partner: Munk School of Global Affairs, University of Toronto

**Co-Chairs:** David Mulroney, Distinguished Fellow, APF Canada, Senior Distinguished Fellow, Munk School of Global Affairs, University of Toronto, former Canadian Ambassador to China; and Janet De Silva, Dean, Ivey Asia, Hong Kong

Members: Dave McMaster, Head, Canadian International School of Hong Kong; Maureen Neglia, Vice President, Global Talent, Manulife Financial; Victor Rabinovitch, Adjunct Professor and Fellow, School of Policy Studies, Queen's University and President Emeritus, Canadian Museum of Civilization Corporation; Michael Stevenson, former President, Simon Fraser University; and Joseph Wong, Ralph and Roz Halbert Professor of Innovation, Canada Research Chair, Professor of Political Science and Director, Asian Institute, Munk School of Asian Affairs, University of Toronto

Publication date: November, 2013

**Theme:** Canada needs to take a whole-of-country approach to ensuring that more Canadians gain exposure to experience in, and expertise on Asia.

NEEDS TO ENSURE
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HUMAN RIGHTS
PROTECTION
IN ASIA WHILE
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TO CANADIANS
THROUGH AN
INCREDIBLE
VARIETY OF PRINT,
BROADCAST AND
ONLINE MEDIA

## Media

Reaching out to Canadians through traditional media and social media has been an important NCA goal. We spoke to Canadians through an incredible variety of print, broadcast and online media, including The Globe and Mail, National Post, Le Devoir, The Chronicle Herald, The StarPhoenix, The Vancouver Sun, CBC Radio, CBC Television, Global, BNN, CTV, Omni, iPolitics and others. We spoke to people internationally through the Japan Times, Bloomberg, WSJ.com, the South China Morning Post, as well as through other media.

Here are some notable articles and interviews out of hundreds of examples. While some addressed national or international audiences, many targeted a particular province or region.

#### "Strengthening Nova Scotia's Ties with Asia"

David Mulroney, Global News, Halifax, March 6, 2014

#### "Reconciling Profits and Human Rights in Asia"

Pitman Potter and Robert Wright, iPolitics, Ottawa, October 16, 2013

#### "Canada's Arctic in Asia's Future"

Douglas Goold and Eva Busza, CBC Radio, Whitehorse, March 1, 2013

#### "Asian Trade Key to Saskatchewan's Future"

Len Edwards and Yuen Pau Woo, The StarPhoenix, Saskatoon, March 8, 2012

#### "Opportunity Knocks for Atlantic Canada in Asia"

Yuen Pau Woo and Karen Oldfield, The Chronicle Herald, Halifax, October 5, 2011

#### "Missing from Our Election Campaign: The Rise of Asia"

**Joseph Caron and David Emerson, The Globe and Mail,** Toronto, April 14, 2011

# Polling

Each year since 2004 APF Canada has published the National Opinion Poll of Canadian Views on Asia. It is clear from recent findings that there is a disconnect on Asia among Canadians and that much more needs to be done to influence public opinion. While Canadians understand that Asia is important to Canada's prosperity, they are reluctant to embrace the policies and practices that would help maximize economic opportunities with Asia, such as free trade agreements and Asian language instruction in schools. The results suggest that public support for international engagement is motivated less by the prospect for economic gain than by feelings of familiarity and comfort with a particular country. Full poll results for 2014 and going back to 2004 are available at: <a href="https://www.asiapacific.ca/surveys/national-opinion-polls">www.asiapacific.ca/surveys/national-opinion-polls</a>.

In a speech on the latest poll results to the Canadian Club of Toronto in June 2014 entitled Canada-Asia Relations: Now for the Hard Part, APF Canada President and CEO Yuen Pau Woo argued that "we are finished with the easy part of strengthening Canada-Asia relations and have entered much more difficult terrain — without an adequate understanding that we are now in the 'hard part.' It is made harder by the fact that Canadians do not place very high importance on building deeper ties with Asian countries." As for solutions, Mr. Woo argued that: "Many of the worries that Canadians harbour can be addressed by smart policy and a more fulsome discussion of the options that are available."

Perceived Importance of Countries and Regions to Canada's Prosperity

#### HIGH IMPORTANCE

(% OF 6-7 ON A SCALE OF 7)

APF CANADA NATIONAL OPINION POLL: CANADIAN VIEWS ON ASIA, 2014, PAGE 7

UNITED STATES

EUROPEAN UNION

40%

UNITED KINGDOM

CHINA

31% JAPAN

27%

MEXICO

AUSTRALIA

INDIA

INDIA

SOUTH KOREA

12% SOUTHEAST ASIA



# Conclusions

# Accomplishments

While much remains to be done, the National Conversation on Asia has accomplished a great deal in its more than three years of existence. It has:

- Created a broader and deeper awareness of Asia on the part of many Canadians and by the business community, policy-makers at all levels and academe across the country, through direct engagement as well as online.
- Engaged policy-makers at the municipal, provincial and federal levels. It was endorsed by the Council of the Federation, which is comprised of Canada's 13 provincial and territorial Premiers.
- Provided timely research and recommendations on Canada-Asia issues through four task force reports, and made the issues in the reports more visible to Canadians.
- Engaged young Canadians and students through the NCA website, social media and on-campus activities
- Broadened the conversation beyond trade and investment, encompassing areas such as the visual arts and film.
- Helped familiarize private sector partners and NGOs with the Foundation's work and increased its
  visibility in new parts of the country.
- Established new partnership models for the Foundation, supported entirely by the private sector.
- Led to the establishment of a permanent on-the-ground presence in Ontario, enhancing APF Canada's national mandate.
- · Created substantial, ongoing new networks of individuals and organizations across the country.

CREATED A
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AND DEEPER
AWARENESS
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CANADIANS AND
BY THE BUSINESS
COMMUNITY

"



The National Conversation on Asia represents a unique and inclusive opportunity to engage with Canadians about the increasing significance of the Asia-Pacific region. I believe Canadians have much to offer in the 'Asian Century,' and will only stand to benefit from fostering stronger relationships with our Asian partners.

#### TIM YU

UNDERGRADUATE STUDENT AT THE UNIVERSITY OF ALBERTA

# Weekly Direct Flights to Asia



125 VANCOUVER



72 TORONTO



# NCA Legacies

A key NCA legacy was the creation of a permanent office in Toronto with an active and ongoing program of activities. These include the Asian Leaders' Speaker Series and the establishment of a Toronto Asia Advisory Group. In July 2014, the office hosted the Ontario leg of the APEC China Business Council's inaugural visit to Canada.

The NCA has also laid the groundwork for important projects and research initiatives that will continue after the NCA draws to a close. Here are those Legacy Projects.

#### The Asia Factor:

The importance of the provinces to the country's relationship with Asia became increasingly clear to the Foundation as the National Conversation on Asia held events and engaged Canadians from Atlantic Canada to British Columbia. Hence the creation of The Asia Factor, which explores how Asia matters across Canada by assessing the opportunity and the challenges each province faces as the world's economic centre of gravity shifts towards the Pacific Ocean. The Asia Factor is a comprehensive and interactive resource of information and analysis on Canada-Asia relations at the provincial level. The website is available at www.TheAsiaFactor.ca.

#### Canada-Asia Energy Futures Project:

This project grew out of the NCA task force report on energy, cited above. The Canada-Asia Energy Futures Project is a three-year initiative to provide Canadian government and business with the tools they require to develop strategies for engaging with Asia on energy and environmental issues. While there is no consensus amongst Canadians on what our energy strategies should be, three trends have played a large role in transforming the global energy landscape. They are: rising energy demand in Asia; the emergence of new energy sources and suppliers; and a growing concern about climate change and environmental damage stemming from the use of non-renewable energy. The project will address two overarching questions: first, how the new global energy environment is affecting

Canada; and second, how Canada can take advantage of energy opportunities in Asia in order to maximize sustainable economic growth at home.

#### **Asia Competence:**

As a thematic priority of the Foundation, Asia Competence has been defined as "providing Canadians with the skills, knowledge and experience to be successful in Asia." It is a familiar theme to the Foundation, but the NCA pushed it further, in particular with the publication of the task force report on Asia Competence and events in Nova Scotia and Alberta with task force co-chair David Mulroney and member Victor Rabinovitch. The capstone event of the NCA was a pan-Canadian conference in Calgary in October, 2014, entitled Canada's Asia Challenge: Skills and Knowledge for the Next Generation.

CANADA CAN
TAKE ADVANTAGE
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ECONOMIC
GROWTH AT HOME

"



# Futures Group on Asia

Group members are listed with an affiliation each had upon first joining the group.

#### CO-CHAIRS

#### JOSEPH CARON

Institute of Asian Research, University of British Columbia

#### THE HON. DAVID EMERSON, P.C.

CAI Private Equity

#### MEMBERS

#### AMITAV ACHARYA

School of International Service, American University

#### DOMINIC BARTON

McKinsey & Company

#### PAUL BEAMISH

Richard Ivey School of Business, University of Western Ontario

#### THE HON. PERRIN BEATTY

Canadian Chamber of Commerce

#### HANK BULL

Asia Pacific Foundation of Canada

#### DON CAMPBELL

Davis LLP

#### **KEN COURTIS**

Asia-based Consultant

#### ISABELLE COURVILLE

Laurentian Bank of Canada

#### THE HON, STOCKWELL DAY

McMillan LLP

#### ARTHUR DEFEHR

Palliser Furniture Ltd.

#### WENDY DOBSON

Rotman School of Management, University of Toronto

#### COLIN DODDS

Saint Mary's University

#### LEN EDWARDS

Gowling, Lafleur, Henderson LLP

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#### MARTIN GLYNN

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#### MICHAEL GOLDBERG

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#### DOUGLAS GOOLD

Asia Pacific Foundation of Canada

#### V. PETER HARDER

Dentons Canada LLP

#### DOUG HORSWILL

Teck Resources Limited

#### DESZÖ HORVÁTH

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#### **GRAND CHIEF EDWARD JOHN**

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#### **PAUL LEE**

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RBC Dominion Securities Inc.

#### THE HON. JOHN MANLEY, P.C., O.C.

Canadian Council of Chief Executives

#### DAVID MITCHELL

Public Policy Forum

#### **HEATHER MUNROE-BLUM**

McGill University

#### JAYSON MYERS

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#### PITMAN POTTER

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#### INDIRA SAMARASEKERA

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#### PETER SUTHERLAND

Canada-India Business Council

#### BING THOM

Bing Thom Architects

#### **HENRY WANG**

Center for China and Globalization

#### JOSEPH WONG

Munk School of Global Affairs, University of Toronto

#### YUEN PAU WOO

Asia Pacific Foundation of Canada

#### **HENRY YU**

St. John's Graduate College, University of British Columbia



# Supporting Organizations

These civil society organizations, universities and government ministries have partnered on delivering one or more NCA event or initiative and have helped broaden the NCA's audience and reach.

Alberta Ministry of International and Intergovernmental Relations

Asian Institute, Munk School of Global Affairs, University of Toronto

Asian Management Institute, The Richard Ivey School of Business, University of Western Ontario

British Columbia Council for International Education

British Columbia First Nations Energy and Mining Council

**Business Council of British Columbia** 

Canada 2020

Canada China Business Council

Canada-India Business Council

Canada West Foundation

Canadian Art Foundation

Canadian Club of Toronto

Canadian Defence & Foreign Affairs Institute

Canadian Chamber of Commerce

Canadian Council of Chief Executives

Canadian Manufacturers & Exporters

Le Conseil des relations internationales de Montréal

Department of Economics, University of Alberta

East Gallery

Historica Dominion Institute / Historica Canada

Hong Kong Canada Business Association

Indo-Canada Chamber of Commerce

Institute of Asian Research, University of British Columbia

Institute of Public Economics, University of Alberta

The International Economic Forum of the Americas

Japan Society

Johnson-Shoyama Graduate School of Public Policy

Nova Scotia Business Inc.

Public Policy Forum

QG100

Saint Mary's University

University of Manitoba

World Trade Centre Winnipeg

### NCA Team

#### STEWART BECK

President and CEO

#### YUEN PAU WOO

Former President and CEO

#### EVA BUSZA

Vice-President, Knowledge and Research

#### JILL PRICE

Vice-President, Development and Corporate Affairs

#### KASI RAO

Vice-President and Director, Toronto Office

#### DOUGLAS GOOLD

Director, National Conversation on Asia and Senior Editor

#### CHRISTINE NAKAMURA

Director, Public Relations, Marketing and Policy Coordination

#### LAUREN CHANG

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#### JORDAN DUPUIS

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#### ALEXANDRA HO

Project Manager

#### CHARLES LABRECOUE

Project Manager

#### TRANG NGUYEN

Program Manager, Networks and Current Affairs

#### JILLIAN OLIVER

Communications Manager

#### CHRISTINE PARK

Research, Media and Administrative Assistant

#### KERRI PARKER

Events Manager

#### **ERIN WILLIAMS**

Program Manager, Grants Manager

DATA SOURCED from the Brookings Institution,
International Monetary Fund, The Brookings Institution,
The World Bank Development Indicators 2011, 2012
[pages 8, 9], Industry Canada (pages 12, 13, 25),
Statistics Canada (pages 14, 24, 27, 32), Citizenship
and Immigration Canada (pages 24, 31), Asia Pacific
Foundation of Canada (page 21), Vancouver International
Airport Authority, Calgary International Airport, Toronto

Pearson International Airport (page 38).







The **National Conversation on Asia** is a broad and inclusive initiative to get Canadians thinking and talking about what Asia means to Canada.

The Asia Pacific Foundation of Canada, created by an Act of Parliament in 1984, is an independent, not-for-profit think-tank on Canada's relations with Asia. Headquartered in Vancouver, with an office in Toronto, we bring together people and knowledge to provide current and comprehensive research, analysis and information on Canada's transpacific relations.

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