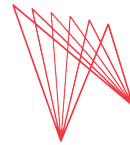


# ASIA BUSINESS LEADERS ADVISORY COUNCIL

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2019



## Summary Report



ASIA PACIFIC  
FOUNDATION  
OF CANADA

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DU CANADA

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## EXECUTIVE SUMMARY

The Asia Business Leaders Advisory Council (ABLAC) held its fourth annual meeting on February 27, 2019 at the Island Shangri-La Hotel in Hong Kong SAR. This marked the Council's first meeting outside Canada. In attendance were 25 Council members, of which 11 were Canadian and 14 were Asian. It was the most highly attended meeting by the Council and saw Asian member participation double compared to last year.

ABLAC 2019 was sponsored by eight organizations: Air Canada, Caisse de dépôt et placement du Québec, CPP Investment Board, Export Development Canada, Invest in Canada, OMERS, Sun Life Financial, and Teck Resources. The meeting was also attended by high-level Canadian officials, including Mr. Chris Forbes, Deputy Minister of Agriculture and Agri-Food Canada, Mr. Jonathan Fried, Personal Representative (Sherpa) to the Prime Minister on the G20 and Mr. Donald Bobiash, Assistant Deputy Minister, Asia Pacific, at Global Affairs Canada.

The Chief Executive of Hong Kong, the Honourable Carrie Lam, opened ABLAC 2019 with a warm welcome to Council members and expressed strong support for the Council's decision to hold its first Asia-based meeting in Hong Kong. After a brief summary of the commonalities between Hong Kong and Canada, most notably our strong linkages around students, Canadians abroad and similarities in values, Ms. Lam issued a call to action for a Canada-Hong Kong Free-Trade Agreement, one that would resemble the agreement already in place between Hong Kong and Australia. The Council, in its Governance Session, viewed the launching of a Canada-Hong Kong FTA as a strong recommendation to be included in this report.

The Council enjoyed four timely and engaging high-level presentations from fellow Council members (see presentations in separate attachment) and had a rich discussion on Canada's Innovation Superclusters Initiative (ISI). The ISI dialogue proved to be very informative for both Asian and Canadian members and it was agreed that the initiative elevates 'Brand Canada' at the international level. Council members also felt there is an urgent need for the ISI to incorporate an Asia strategy across its five nodes – and collectively. Furthermore, the Council discussed the benefits of an international advisory council for each of Canada's five Superclusters and how ABLAC could take the first steps in laying out an Asia engagement strategy for the ISI; with a focus on micro, small and medium enterprises (MSMEs).

During the Council's session on connecting knowledge-based economies, members discussed and agreed to ambitious targets for Canadian students engaging in co-op opportunities in Asia. Members shared their own initiatives for contributing to this goal and supported a call to action for those yet to be engaged.

Council members determined ABLAC 2020 will be held in Tokyo, Japan, following on the all-women CEO and entrepreneurs' mission to Japan, led by the Asia Pacific Foundation of Canada and taking place in April 2019.



Chief Executive of Hong Kong SAR, the Honourable Carrie Lam arriving at ABLAC 2019, with Canadian Consul General to Hong Kong, Jeff Nankivell, ABLAC 2019 Chair, Mark Machin, and APF Canada President and CEO, Stewart Beck.

## ABLAC 2019: FIVE KEY RECOMMENDATIONS

1. **Advance Exploratory Discussions for a Canada-Hong Kong Free-Trade Agreement:** The Council agreed that a potential Canada-Hong Kong Free-Trade Agreement would be highly beneficial for Canadian business, and for engagement with Asia as a whole. Hong Kong is a natural partner for an FTA, given its common-law system, free-market economy, strategic location within Asia and proximity to Mainland China. As articulated by Hong Kong Chief Executive Carrie Lam, and reaffirmed by Canada's Consul General in Hong Kong, Mr. Jeff Nankivell, Canada and Hong Kong have strong people-to-people and economic ties. Hong Kong is home to some 300,000 Canadians and hosts one of the largest Canadian Chambers of Commerce on foreign soil. The Greater Bay Area development initiative promises even more opportunities for Canadian business and for Canada-Hong Kong partnerships.
2. **Foster Development of an Asia Engagement Strategy for Canada's Innovation Supercluster Initiative (ISI):** Council members applauded Canada's Innovation Supercluster Initiative but said more needs to be done on two fronts: 1) Superclusters need to take more action in raising awareness of the key components of the ISI, both domestically and abroad; and, 2) Superclusters need to incorporate an Asia engagement strategy at the nodal and national levels. One way to do this would be to constitute an international advisory council for the ISI. ABLAC Asia members were keen to see action on this latter point, as it would enable them to be immediately involved in Canada's Supercluster paradigm.
3. **Leverage the CPTPP to Grow Micro, Small, and Medium Enterprises (MSMEs):** Council members agreed that the scaling of Canadian MSMEs, both domestically and abroad, is key to fulfilling Canada's trade diversification agenda and building deeper partnerships with Asian stakeholders in new sectors. Specifically, they identified an immediate need for a coordinated effort to help MSMEs realize the full benefits of free-trade agreements and the opportunities presented by a strong Asia focus within the context of the ISI. Some examples of coordinated efforts include:
  - a. That the Government of Canada be supported in mounting an ongoing series of Comprehensive and Progressive Trans-Pacific Partnership (CPTPP) general information workshops throughout the country, run directly by the Government of Canada or commissioned through trade services organizations. The purpose of these workshops is to raise business community awareness of opportunities provided by the CPTPP.

- b. That the Council engage with the Canadian Global Cities Council, whose members deliver Canada's Trade Accelerator Program (TAP Canada), to track information on TAP companies with export plans focused on CPTPP markets. The progress and success stories of these companies should be amplified through APF Canada channels.
  - c. That APF Canada, being the Secretariat for ABLAC, consider joining any CPTPP-focused outbound business missions led by the Canadian Global Cities Council for TAP companies.
- 4. **Support the Placement of 5,000 Canadian Students in Asia by 2025:** ABLAC Members agreed to look at developing programs to increase the number of co-op opportunities for Canadian students. Members agreed that co-op terms hold better value than traditional semester abroad programs for Canadian students and Asian partners alike.
- 5. **Expand Canada's Digital Economy Capacity:** ABLAC Members noted the shifts in global trade, and global value chains in particular. With the rise of digitization in Asian economies, major innovation players in Asia are dominating fields such as 5G technology. Canadian stakeholders should consider partnering with their Asian counterparts in mutually beneficial sectors such as health care and education.

# ABLAC 2019: MEETING OVERVIEW

## Context

ABLAC adds value as a leading forum on Canada-Asia business engagement, particularly to the Government of Canada as it continues to articulate an Asia strategy for the 21st century. By virtue of its sectoral and geographic diversity, ABLAC provides a focused and realistic picture of the Canadian private sector and presents an ideal platform for Canadian businesses to influence policy for long-term economic prosperity. Having completed its fourth year, ABLAC has developed into a significant platform for high-level discussions on specific topics, an effective business advocacy group and an incubator for initiatives contributing to deeper Canada-Asia relations.



ABLAC member and founding chair, Dominic Barton (Chairman of Teck Resources and Senior Partner, McKinsey & Company (Canada)) shares remarks during panel discussion.



## ABLAC 2019 Session Overviews

### Session I. Diversification and Differentiation

Following opening remarks by the Chief Executive of Hong Kong SAR, the Honourable Carrie Lam, and ABLAC 2019 Chair, Mr. Mark Machin, the Council heard a presentation on the larger geopolitical framework surrounding the Canada-Asia relationship.

Mr. Jonathan Fried, Canada's Sherpa to the G20, spoke to Asia's global importance. He highlighted the fact that Asia represents over 40 per cent of global GDP and that it is a diverse region comprising economies at varying levels of development. Within these economies, growing inequality is a paramount concern for governments, because it directly hinders governance and the rule of law. This, Mr. Fried argued, also leads to the international-scale issue of decreased integration of the Indo-Pacific economy. Mr. Fried stressed the legacy mentality of viewing trading and strategic relationships from a North-to-South perspective needs to be calibrated with an East-West approach. Intraregional consolidation, evidenced by the ASEAN community, the Regional Comprehensive Economic Partnership (RCEP), and the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), is tangible and developing quickly.

There are currently many competitors for influence on the region, including Russia, Australia, New Zealand, the U.S., and Canada. Canada's success on a global scale will be determined by how adeptly it navigates these changing intraregional tides.

### The Case for Multilateral Trade

As one member pointed out, trade is primarily determined by geography. This is one of the main reasons Canada's trade is disproportionately directed towards the U.S.. While efforts have been made to promote the benefits of trade diversification, it is important to understand why Canadians might feel reluctant to move out of their comfort zone. However, given political events in the U.S., the current context of the Canada-U.S. relationship, and Canada's leadership role in ratifying the CPTPP, there is a break in the legacy narrative and an opportunity to sell Canadians on diversified trade with Asia.



Members from both Canada and Asia agreed during this session that 'Brand Canada' is very well regarded internationally. However, Canada cannot rely on its brand-value alone to entice Canadian companies to shop their goods and services abroad. One member suggested that a specific and measurable goal for the Canada-Asia trading relationship be determined in order to stimulate collaborative efforts between the public and private sectors. Competition on a global scale is extremely fierce; more action is needed in the pooling of resources (talent, research and development) and, more importantly, to build upon the foundation of Canadian success stories in individual Asian economies.



ABLAC member Dean Connor (President & CEO of Sun Life Financial) shares remarks during formal session.

## The CPTPP and a Potential Canada-Hong Kong Free-Trade Agreement

Asian Council members applauded Canada for being one of the first economies to ratify the CPTPP. However, to state that Canada will benefit from its first-mover advantage would be an oversimplification. One member described how corporations in Asia are undergoing targeted government-mandated sectoral development to become global competitors, and reaping the benefits of a more enabling regulatory framework. This is a model Canadian companies do not follow. As a result, they tend to take a reactionary approach to global competition, rather than striving to be provocateurs.

The Honourable Carrie Lam outlined the potential benefits of a free-trade agreement between Canada and Hong Kong in her opening statement, drawing several parallels between Canada and Hong Kong – notably our common law systems, our gender-forward policies and the relative ease of doing business in both economies. She said that a significant step for this relationship would be a deepened partnership between Canada and the Greater Bay Area, a city cluster of over 70 million people highly connected to Mainland China and representing some US\$1.5 trillion in GDP. Council members were deeply interested in this prospect and agreed that a potential FTA would bring significant benefits to the Canadian private sector.

### From Ratification to Action

Members agreed that while free-trade agreements between Canada and Asian partners create the necessary framework for increased trade and engagement, further advocacy and action is required for their ultimate success.

#### Action within Canada:

1. **Reinforce the case for trade and engagement with Asia to the Canadian public:** Members agreed that Canadian business leaders need to take a leadership role in educating their workforces on the benefits of both trade and of building partnerships with Asian entities. Partnerships, although potentially slow to start, will engender the trust, familiarity and knowledge levels required for successful Canadian-Asian engagement.

2. **Partnering with existing programs to help Canadians reap the full benefits of existing trade agreements:** Members agreed further efforts to educate Canadian stakeholders on how to take advantage of Canada's free-trade agreements was almost as vital as signing the agreements themselves. This could be a potential joint project between organizations such as Export Development Canada, the Asia Pacific Foundation of Canada and the Toronto Region Board of Trade.

#### Action outside Canada:

1. **Focused business missions to Asia:** There were suggestions during this session to launch a series of sector-focused business delegations to Asia. These missions would be activated in partnership with our Asian ABLAC members to seek collaboration with stakeholder governments. These missions would allow for the proliferation of people-to-people ties and industry-specific cooperation.

## The Key Role of MSMEs

It is clear that MSMEs will play a crucial role in enhancing Canada-Asia engagement. Members were consistent in their support for policies and programs that would facilitate the scaling of Canadian MSMEs – through the effective utilization of the CPTPP, and through a targeted Asia-engagement strategy for the Innovation Superclusters Initiative.

To help Canadian MSMEs take advantage of the CPTPP, the Council recommended the following multi-organizational effort in the coming year:

- That the Government of Canada support an ongoing series of CPTPP general-information workshops throughout the country, run directly by the Government of Canada or commissioned through trade services organizations. The purpose of these workshops would be to raise the business community's awareness of the opportunities provided by the CPTPP.
- That the Council engage with the Canadian Global Cities Council – whose members deliver the Trade Accelerator Program (TAP Canada) – to track information on TAP companies with export plans focused on CPTPP markets. The progress and success stories of these companies could be further amplified through APF Canada and ABLAC channels.
- That APF Canada consider joining any CPTPP-focused outbound business missions led by the Canadian Global Cities Council for TAP companies.

## Session II. The Opportunities and Challenges for Canada in Asian Emerging Markets

This session was prefaced with a presentation by Mr. Ian McKay, CEO of the Invest in Canada Hub. He highlighted the significant opportunities for Asia Pacific investors in Canada, with specific advantages including Canada's preferential tax rate, more livable and affordable cities compared to the U.S., and its firm rule of law. Canada is a multicultural and safe country with a wide range of diaspora groups. It is the only country with a free-trade agreement with every G7 nation and, coupled with Canada's quick ratification of the CPTPP and status as a dialogue partner with ASEAN, sits at a prime nexus of the larger international trading network. Canada is also the first country to launch a national strategy on artificial intelligence (AI) and has a well-developed intellectual property rights system.

International stakeholders are taking note of these advantages. There are numerous examples of significant global players increasing their investments and expanding their engagement in Canada, particularly in the energy and mining sectors. The largest volume of investment has been in the technology sector, further spurring the growth of Canadian global technology companies. Members were interested to hear that in 2017, global migrations of tech workers to Toronto and Vancouver surpassed migrations to San Francisco and Seattle. Furthermore, 25 per cent of these workers were Americans moving north. In sum, the global community is demonstrating its trust and faith in Canada through both investment and migration.

### Canada's Innovation Superclusters Initiative

ABLAC members received an overview of the Innovation Superclusters Initiative (ISI) from fellow Canadian council members. Of the five superclusters, three were represented at the Council table, notably the Protein Supercluster, the Advanced Manufacturing Supercluster and the Digital Technology Supercluster. This initiative is described as being one of the boldest and most ambitious public policies in recent Canadian history. Once fully implemented and utilized, it will change how Canadian business will be conducted and how relationships will be formed.

Broadly defined, the superclusters are dedicated umbrella initiatives that regroup both large and small players in a given field and that push forward consortia-based projects.

Each project within a particular Supercluster must contain a minimum of three member companies, one of which must be a small- and medium-sized enterprise (SME). This is a co-investment model, meaning that projects utilize both private and public funds, with the leadership coming from the private sector. The objective of the ISI is to develop globally competitive Canadian companies building powerful partnerships, increasing the breadth and depth of existing talent, and scaling SMEs.



ABLAC member Sue Paish (CEO of Canada's Digital Technology Supercluster) shares remarks during formal session.

### Promoting the Superclusters

Both Canadian and Asian Council members strongly support this initiative. Many Canadian members admitted having little to no knowledge of the ISI, while all Asian members had *no* knowledge of this initiative. These knowledge gaps led to a deeper discussion on the necessity of educating Canadians, in particular, on the structure,



function, and potential of the ISI model. Asia Council members were keen to explore avenues through which the superclusters could engage with Asian partners. The following recommendations were made:

**Actions within Canada:** Members encouraged the superclusters represented at ABLAC to do more outreach to the Canadian private sector. Suggestions for short instructional videos and for supercluster-focused summits were made. If this is a co-investment model driven by the private sector, then it stands to reason that more Canadian private sector awareness will contribute to the ISI's overall success.

**Actions outside Canada:** Asian members were eager to build upon the supercluster summit proposal, and encouraged the initiative to consider developing its Asia engagement strategy plan in tandem with internal marketing. Members proposed that an international advisory body be constituted for each supercluster in order to solicit feedback on strategy plans, build bridges with potential markets and strengthen engagement with international partners.



ABLAC member Goldy Hyder (President and CEO of the Business Council of Canada) shares remarks during formal session.

## Industry-Specific Opportunities

Members also spoke to specific industries that constitute the low-hanging fruit for Canada-Asia opportunities.

### Agri-food

Canada has a strong foundation for agriculture and agri-food products. With a dedicated supercluster focused on plant-based proteins, the agri-food sector is well attuned to Asia's market demands. Canadian agriculture products have demonstrable value for Asia, due to higher food safety and quality standards. Furthermore, the positive factors have led to an increase of high-tech talent coming to Canada and contributing to our agri-tech sector.

### Advanced Technology

Members discussed sector-specific opportunities for Canadian industries. They explained that Canada has a great pool of talent in high-tech fields, with a vibrant post-graduate STEM community. That Canadian expertise is poised to take on the challenges of key developments in Asia, such as increased urbanization in India or increased climate-change awareness in China. This is where the opportunities lie for Canadian cleantech and fintech companies to scale and grow in Asia.



## Session III. Connecting Knowledge-Based Economies Across the Pacific

The Council heard from Mr. Hugh Chow, Chief Executive Officer of the Hong Kong Applied Science and Technology Research Institute (ASTRI), the largest applied science research institute funded by the Hong Kong government. ASTRI is an important player within the Greater Bay Area development and has attracted an impressive pool of talent due to its being located in Hong Kong. The ease of conducting business in English, the availability of capital and access to markets are some of the region's primary advantages. For Canadian companies in particular, there is a strong promise of intellectual property rights enforcement. These factors form the framework for a highly innovative research community; and Mr. Chow urged Canadian partners to take note.

### Canada and Asia in the Fourth Industrial Revolution

It is evident that there is a rise and shift phenomenon occurring globally towards a knowledge- and service-based economy. As pointed out by one member, six trends are reshaping global value chains:

1. There is a smaller proportion of trade in goods or products. While still growing in terms of absolute amount, its proportion of GDP is declining;
2. Trade in services is growing faster than trade in goods;
3. Low labour costs have become a less important factor;
4. Research and development, and innovation, are increasingly important;
5. Trade is becoming more regional and less long-haul; and
6. Technology is reshaping traditional global value chains.

Simply put, global value chains are increasingly becoming more knowledge-intensive, and intangible assets such as software, design, and research and development make up an important portion of the value of a physical good. Members agreed that globalization is occurring within the context of the digital frontier, evident through the increase in cross-border data flows, which today are 148 times larger than in 2005.

The subject of 5G technology, and Canada's recent interaction with Huawei, was discussed. A key question asked was whether or not Canada would limit itself by not partnering with the most advanced 5G player in the global market. In response, members agreed that one way to palliate this would be to encourage other research and development partnerships with China, and other Asian economies, in non-sensitive areas such as health care and education.



ABLAC members (L-to-R) Kenny Lam, Joseph Fung, and Hafimi Abdul Haadii.

## Preparing Canadians for a Highly Connected Future with Asia

Members agreed that an underlying issue for all topics discussed at ABLAC 2019 was the preparedness of Canadians for a connected future with Asia. In order to build more partnerships, grow and scale businesses in Asian economies, and develop higher two-way investment flows with the region, Canadians must gain a deeper understanding of the Asia Pacific. One suggestion was to consider more- and better-quality exchange programs

between Canadian and Asian education institutions; while another was to consider Asia-focused curricula in schools.

Members highlighted the difficulties of traditional exchange programs. For example, university crediting systems vary by country, and oftentimes these programs are short term. This results in students having only a superficial understanding of their experiences abroad. The issue of obtaining study permits and work-study visas was also mentioned. One member related his personal experience hosting Canadian co-op terms within his own company, a pilot project he inaugurated with APF Canada. Thus far, this co-op program has brought six students from Canada to Hong Kong for three-month work terms. In this member's view, it was a more enriching experience than a study-abroad program, as the students were able to be part of a community while also acquiring transferable work skills and learning cultural awareness. This was seen as a tangible way of 'bringing Canada to Asia,' and given time, the benefits of this type of experience would be felt on both sides of the Pacific.

Members agreed this was an interesting project and applauded the program's ability to breach the skills gap and build partnerships among students. One member asked Council to consider the merits of a program similar to the APEC Business Travel Card<sup>1</sup>, which facilitates short-term business travel within the APEC region, but reformatted for students looking to travel abroad. This type of program could alleviate some logistical concerns for Canadian students looking to travel to Asia for work and study experiences.

The Council agreed this particular 'pillar' should be re-examined ahead of ABLAC 2020, and that action between meetings needed to occur. Members were encouraged to explore the possibility of hosting Canadian co-op students within their Asia offices, and to engage with APF Canada on this matter. Members agreed that results needed to be measured and that it would be important to create a benchmark for future endeavours. Suggested benchmarks included:

1. Quantifying education linkages; and
2. Placing 5,000 Canadian co-op students in Asia by 2025.

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<sup>1</sup> For more on the ABTC, please see <https://www.apec.org/Groups/Committee-on-Trade-and-Investment/Business-Mobility-Group/ABTC>

# ABOUT THE ASIA BUSINESS LEADERS ADVISORY COUNCIL

The Asia Business Leaders Advisory Council (ABLAC) is a high-level group of Asian and Canadian business leaders established by the Asia Pacific Foundation of Canada (APF Canada) in 2016.

Convened annually to identify and articulate opportunities for improved Canadian-Asian business engagement, APF Canada established ABLAC for two purposes. First, the Council builds a powerful platform for networking and business development that can help catalyze stronger commercial and investment opportunities between Canada and Asia. Second, it provides strategic information, counsel and advice to a select group of Canada's high-level political representatives from the federal, provincial and municipal governments with the aim of strengthening Canada's strategic engagement with the region.

ABLAC is a critical forum to catalyze dialogue and action, with a specific focus on targeted changes to policies and laws that inhibit, or can advance, Canada-Asia engagement.

ABLAC seeks to:

- Affect change in Canadian government attitudes and actions by directly engaging officials on a Canada-Asia strategy, building 'Asia Competence' and demonstrating value through impactful research;
- Share Canadian government policy and strategic direction with Asian government- and private-sector leaders, explore perspectives, and test impact;
- Support a coordinated and aligned 'Brand-Canada' approach, and foster Canada's reputation as a progressive and stable democracy with high-value products and services;
- Build up supercluster investment promoting 'niche-to-scale' for large Asian markets; and
- Encourage Canada to build the necessary toolkit of trade instruments for better integration in Asian markets.

## APPENDIX: AGENDA

Asia Business Leaders Advisory Council  
February 26–27, 2019 | Island Shangri-La Hong Kong  
Hong Kong SAR

**Venue:** Ballroom, Island Shangri-La Hong Kong, 88 Queensway, Pacific Place, Central

**Dress Code:** Business

Chatham House Rules

### February 26, 2019

Time	Event Description
18:00–20:00	<p><b>Welcome Reception</b> <i>hosted by the Canadian Consul General of Canada in Hong Kong and Macao, Mr. Jeff Nankivell</i></p> <p><b>Address:</b> Statue Square &amp; Alexandra Rooms, Second Floor, Mandarin Oriental Hong Kong, 5 Connaught Road, Central, Hong Kong</p>
20:00–23:00	<p><b>Dinner Reception</b> <i>hosted by ABLAC Member, Mr. Winston Leong</i></p> <p><b>Address:</b> The Hong Kong Club, 1 Jackson Road, Central, Hong Kong. <i>Please note that the Hong Kong Club is within very short walking distance from the Mandarin Oriental hotel.</i></p>

February 27, 2019

Time	Event Description
07:45–09:00	<b>Domestic Investment Landscape in China Breakfast</b> <i>hosted by ABLAC Member, Mr. Kenny Lam</i>  Mr. Kenny Lam will provide insights on the current investment landscape in China.  <b>Speaker</b> <b>Mr. Kenny Lam,</b> <i>President, Noah Holdings Ltd.</i>
09:00–09:15	<b>Introductory Remarks by The Honourable Mrs. Carrie Lam Cheng Yuet-ngor</b>  <b>Speaker</b> <b>The Honourable Mrs. Carrie Lam Cheng Yuet-ngor,</b> <i>The Chief Executive of Hong Kong Special Administrative Region</i>
09:15–09:25	<b>Opening Address</b>  <b>Speaker</b> <b>Mr. Jeff Nankivell,</b> <i>Consul General of Canada in Hong Kong and Macao</i>
09:25–09:35	<b>Address to the Council</b>  <b>Speaker</b> <b>Mr. Mark Machin,</b> <i>ABLAC 2019 Chair; President &amp; CEO, CPPIB</i>
09:35–09:55	<b>Understanding Asia's Attitudes Towards Canada: An Evidence-Based Approach</b>  How do Canadians perceive Asia? How have these attitudes changed over the years? APF Canada's National Opinion Poll has been taking stock of Canadians' views on Asia for the past 15 years. Most notably, our polling data shows that since 2010, Canadians have an increasingly warmer feeling towards Asia.  We have now flipped the lens and are examining how Asian business leaders view Canada. This will be a first glance at preliminary survey data on the attitudes of China/India/Singapore towards Canada.  <b>Speaker</b> <b>Dr. Jeffrey Reeves,</b> <i>Vice President of Research, Asia Pacific Foundation of Canada</i>

Time	Event Description
09:55–11:05	<p><b>Session I: Diversification and Differentiation</b></p> <p>ABLAC’s goal is to bolster support for the launch of a long-term, bipartisan, Canada-Asia strategy, which includes continued dialogue on negotiating and extending bilateral and multi-lateral free-trade agreements with Asia. How can Canada set itself apart and demonstrate its value-add in today’s rapidly changing trade environment?</p> <p>What is the current landscape of trade between Canada and Asia? What areas will be priorities for the Canadian and Asian private sectors? This is an important topic given the ratification of CPTPP and with the launch of more serious discussions regarding a potential economic agreement with China, India, and ASEAN.</p> <p><b>Chair</b>  <b>Mr. Mark Machin,</b>  <i>ABLAC 2019 Chair; President &amp; CEO, CPPIB</i></p> <p><b>Guest Speaker</b>  <b>Mr. Jonathan Fried,</b>  <i>Sherpa to the Prime Minister on the G20, Canada’s representative to the APEC Vision Group</i></p> <p><b>Lead Discussant</b>  <b>Mr. Dean Connor,</b>  <i>President &amp; CEO, Sun Life Financial</i></p> <p><b>Commentators</b>  <b>Mr. Jean Charest,</b> <i>Partner, McCarthy Tétrault LLP</i>  <b>Mr. John Cheh,</b> <i>Vice Chairman &amp; CEO, Esquel Group</i>  <b>Mr. Neil Cunningham,</b> <i>President &amp; CEO, PSP Investments</i>  <b>Mr. Michael ByungJu Kim,</b> <i>Founder &amp; Partner, MBK Partners</i>  <b>Mr. Kenny Lam,</b> <i>President, Noah Holdings Ltd.</i>  <b>Mr. Paul Lee,</b> <i>Founder, Vanedge Capital</i>  <b>Mr. Winston Leong,</b> <i>Fontana Enterprises Ltd.</i>  <b>Mr. Anish Shah,</b> <i>Group President, Strategy, Mahindra Group</i></p>
11:05–11:15	<b>Health Break</b>



Time	Event Description
11:15–12:30	<p><b>Session II: The Opportunities and Challenges for Canada in Asian Emerging Markets</b></p> <p>Asia represents a vast and ever-growing market opportunity for Canadian companies. The Canadian Government has recently identified five key sectors with dynamic potential for growth and export and has invested in ‘supercluster’ strategies to support them. These are:</p> <ol style="list-style-type: none"> <li>1. <b>Oceans</b> (Atlantic Canada): digital sensors and monitoring, autonomous marine vehicles, energy generation, automation, marine biotechnology, and marine engineering technologies</li> <li>2. <b>SCALE.AI</b> (Quebec, Quebec-Windsor Corridor): Artificial Intelligence and supply chain technology</li> <li>3. <b>Advanced Manufacturing</b> (Ontario): Internet of Things, machine learning, cybersecurity, additive manufacturing</li> <li>4. <b>Protein Industries</b> (Alberta, Saskatchewan, Manitoba): Agri-food enabling technologies</li> <li>5. <b>Digital Technology</b> (British Columbia): Virtual, mixed, and augmented reality; data collection and analytics; quantum computing</li> </ol> <p>How can Canada align and connect its domestic innovation strategies to the challenges and opportunities in Asia?</p> <p>What are the key features needed for an effective Asia strategy for the new Canadian ‘superclusters’ in emerging Asian markets?</p> <p>How can Canada support a ‘niche-to-scale’ approach and enable supercluster businesses to penetrate emerging markets?</p> <p><b>Chair</b>  <b>Ms. Songyee Yoon,</b>  <i>ABLAC 2019 Co-Chair; CEO, NCSOFT</i></p> <p><b>Guest Speaker</b>  <b>Mr. Ian Mckay,</b>  <i>CEO, Invest in Canada</i></p> <p><b>Speaker</b>  <b>Investment Hot Zones Briefer – Mr. Stewart Beck,</b>  <i>President &amp; CEO, Asia Pacific Foundation of Canada</i></p>

Time	Event Description
	<p><b>Lead Discussants</b></p> <p><b>Mr. Chris Forbes,</b> <i>Canadian Deputy Minister of Agriculture and Agri-food Canada (AAFC)</i></p> <p><b>Ms. Sue Paish,</b> <i>CEO, Digital Technology Supercluster</i></p> <p><b>Commentators</b></p> <p><b>Ms. Doris Ho,</b> <i>President &amp; CEO, Magsaysay Group</i></p> <p><b>Mr. Goldy Hyder,</b> <i>President &amp; CEO, Business Council of Canada</i></p> <p><b>Mr. Shan Li,</b> <i>Chairman &amp; CEO, Silk Road Financing Corporation</i></p> <p><b>Ms. Veronica Lukito,</b> <i>CEO &amp; Managing Director, Ancora Capital Management</i></p> <p><b>Mr. Luis Miranda,</b> <i>Chairman, CORO</i></p> <p><b>Mr. Cong Phan,</b> <i>Chairman, UniBrands</i></p> <p><b>Mr. Michael Rolland,</b> <i>President &amp; COO, Asia Pacific, OMERS</i></p>
12:30–14:30	<p><b>Luncheon</b> <i>hosted by the Canadian Chamber of Commerce, Hong Kong Chapter</i></p> <p><b>Topic: Where Do Asia and Hong Kong Fit into Canada's Future?</b></p> <p><b>Chair</b> <b>Mr. Todd Hancock,</b> <i>Canadian Chamber of Commerce</i></p> <p><b>Welcome Statements</b> <b>Mr. Todd Hancock,</b> <i>CanCham Hong Kong Chair</i></p> <p><b>Mr. Mark Machin,</b> <i>President &amp; CEO, CPPIB; ABLAC Chair</i></p>
14:30–14:45	<b>Family Photo and Break</b>
14:45–16:00	<p><b>Session III: Connecting Knowledge-Based Economies Across the Pacific</b></p>

As we advance into the age of the fourth industrial revolution, both Canada and numerous Asian economies have been mindful of adapting policy and education priorities to match the rapid development of technology. Skills are now being framed to better fit into a world that embraces IoT (Internet of Things), AI (Artificial Intelligence) and big data.

## Time

## Event Description

In this context, how do we also identify and influence policy changes and create appropriate funding structures to encourage more opportunities for Canadians to study and work in Asia, and for Asians to study and work in Canada? Are there potential linkages for Canadian/Asian students regarding the aforementioned guiding ideals?

- **Attracting and Training Talent**  
Canada is poised to capitalize on the rise of anti-immigration sentiment in competitor countries by introducing a global talent visa aimed at attracting the best and brightest candidates from all over the world. Attracting top talent globally, while continuing to engage Canadians is key.
- **Internships and Co-op Opportunities**  
Partnerships between universities/research organizations/private sector

### Chair

**Mr. Joseph Fung,**  
*Managing Partner, Saltagen Ventures*

### Guest Speaker

**Mr. Hugh Chow,**  
*CEO, The Hong Kong Applied Science and Technology Research Institute (ASTRI)*

### Speaker

**Mr. Dominic Barton,**  
*Chairman of Teck Resources and Senior Partner, McKinsey & Company (Canada)*

### Lead Discussant

**Ms. Janet De Silva,**  
*President & CEO, Toronto Region Board of Trade*

### Commentators

**Ms. Hafimi Abdul Haadii,** *Director & Shareholder, LVK Group of Companies*

**Mr. Tae Yung (Ted) Chung,** *Vice Chairman & CEO, Hyundai Card, Capital & Commercial, Chairman of Hyundai Life Board of Directors*

**Mr. Gordon Fyfe,** *CEO & CIO, British Columbia Investment Management Corporation*

**Mr. Kenny Lam,** *President, Noah Holdings Ltd.*

**Ms. Yukako Uchinaga,** *Chair, Japan Women's Innovative Network*

Time	Event Description
	<p><b>Commentators</b></p> <p><b>Ms. Diane Wang</b>, <i>Founder and CEO, DHgate.com</i></p> <p><b>Mr. Mark Wiseman</b>, <i>Global Head of Active Equities, Chairman, BlackRock Alternative Investors</i></p>
16:00–16:15	Health Break
16:15–17:15	<p><b>Governance Discussion (ABLAC members only)</b></p> <p><b>Moderated by</b></p> <p><b>Mr. Mark Machin</b>, <i>ABLAC 2019 Chair; President &amp; CEO, CPPIB</i></p> <p><b>Ms. Songyee Yoon</b>, <i>ABLAC 2020 Chair; CEO, NCSoft</i></p>
18:30–21:00	<p><b>Cocktail &amp; Dinner Reception</b></p> <p><i>hosted by ABLAC member Mr. Joseph Fung, Managing Partner, Saltagen Ventures</i></p> <p><b>Address:</b> Isola Bar &amp; Grill, 2075, 2/F IFC, Central</p>



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