



ASIA PACIFIC  
FOUNDATION  
OF CANADA

FONDATION  
ASIE PACIFIQUE  
DU CANADA



## First Canadian Women-only Virtual Business Mission to Australia and New Zealand

*La première mission commerciale virtuelle exclusivement féminine en Australie et en Nouvelle-Zélande*





ASIA PACIFIC  
FOUNDATION  
OF CANADA

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ASIE PACIFIQUE  
DU CANADA

In partnership with:



**SHEEO**

With support from:



**INDIGI-X**

This mission is supported through  
contributions from the Government of Canada:



**Canada**

Presenting Industry Sponsor:



 **AIR CANADA**

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# MESSAGES



MESSAGE FROM

# Her Excellency the Right Honourable Mary Simon

*Governor General and Commander-in-Chief of Canada*



THE GOVERNOR GENERAL • LA GOUVERNEURE GÉNÉRALE

## **Message from the Governor General on the occasion of the First Canadian Women-only Virtual Business Mission to Australia and New Zealand – 2021**

At a time when our society is facing unprecedented challenges, from the pandemic to climate change to food insecurity, it is vital that we work closely together to solve the world's most pressing problems quickly.

Economic development is certainly part of the solution. I am therefore pleased to extend my warmest greetings to everyone taking part in this event, organized by the Asia Pacific Foundation of Canada in partnership with SheEO and Indigi-X.

Over the next two days, you will explore many fields such as science, technology, engineering and other sectors that are traditionally underrepresented by women, including within Indigenous communities. You will learn more about technological innovations in the areas of infrastructure, smart cities and health technologies. And you will have opportunities to network with your counterparts and share best practices and economic outlooks that incorporate more sustainable systems.

I hope that these discussions prove fruitful and wish you every success during this inaugural women-only virtual business mission.

Mary Simon

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OTTAWA • CANADA • K1A 0A1 • WWW.GG.CA

MESSAGE FROM

# The Right Honourable Justin Trudeau

*Prime Minister of Canada*



PRIME MINISTER • PREMIER MINISTRE

## Statement from the Prime Minister of Canada

It is with great pleasure that I welcome you all to the First Canadian Women-only Business Mission to Australia and New Zealand, hosted by Asia Pacific Foundation (APF) of Canada, in partnership with SheEO and with support from INDIGI-X.



As APF Canada's fourth women's business mission to the Asia Pacific, this mission will bring together diverse Canadian women entrepreneurs including a number representing the Indigenous communities across Canada with businesses from Australia and New Zealand to promote gender inclusive trade, support SMEs, and catalyze international partnerships between Canadian companies and foreign markets. The mission Chair will be Lisa De Wilde and the Vice-Chair will be Janice Fukakusa.

As trade relations continue to expand between our countries, it is vital to take initiatives – such as this women-only business mission – to ensure we are empowering women and advancing gender parity. Only then, can we achieve balanced, equitable growth that works for everyone.

This past year we faced significant challenges, including the COVID-19 pandemic. I would like to take this opportunity to thank APF Canada for all of their hard work in organizing this important initiative, and to all those that have shown their support.

Please accept my best wishes for a successful virtual trade mission!

Ottawa  
2021



MESSAGE FROM

# The Honourable Mary Ng

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

Minister of International Trade,  
Export Promotion,  
Small Business and  
Economic Development



Ministre du Commerce international,  
de la Promotion des exportations,  
de la Petite Entreprise et  
du Développement économique

Ottawa, Canada K1A 0G2

I would like to thank the Asia Pacific Foundation of Canada (APF Canada) for organizing the First Canadian Women-only Virtual Business Mission to Australia and New Zealand, along with SheEO and Indigi-X.

Across Canada, inspiring women entrepreneurs will launch into this historic trade mission, lighting the path forward for others to expand their businesses in the dynamic, growing markets of Australia and New Zealand. This mission could not be more timely or more welcomed as all three of our nations look to recover from the COVID-19 pandemic and build a more inclusive future where all peoples can benefit from trade.

I know that just like APF Canada's previous missions around the world, this initiative will deepen business relationships with our partners in Oceania. This will also be an excellent opportunity to promote the expertise of diverse Canadian women entrepreneurs in traditionally underrepresented sectors in STEM, with a focus on innovative and sustainable solutions. And most importantly, it will provide an opportunity for Indigenous women entrepreneurs to bring their products, services, and solutions to the global stage, building connections and new partnerships along the way.

I couldn't be more pleased to support this virtual trade mission for women entrepreneurs through our government's Women Entrepreneurship Strategy, which has already helped thousands of women entrepreneurs across Canada overcome the unique barriers they face when developing and growing their businesses.

Once again, thank you to APF Canada for its leadership in organizing this critical virtual mission which will support our nation's best and brightest entrepreneurs. And to those very entrepreneurs: I hope this mission will help you propel your businesses across oceans and to new success. Thank you for representing Team Canada.



JOINT MESSAGE FROM

## Lisa de Wilde

*Chair of Canada's First All-Women Virtual Trade Mission to Australia and New Zealand  
Bell Media Professor of Media Management,  
Schulich School of Business, York University, and  
Former Chief Executive Officer, TVO  
Vice-Chair of the Board of Directors, Asia Pacific Foundation of Canada*

&



## Janice Fukakusa

*Vice-Chair of Canada's First All-Women Virtual Trade Mission to Australia and New Zealand  
Chancellor, Ryerson University,  
Vice Chair, CanWIN*

It gives us great pleasure to lead this dynamic group of women on the Asia Pacific Foundation of Canada's First Canadian Women-only Virtual Business Mission to Australia and New Zealand. This mission is intended to help women entrepreneurs succeed in business by presenting opportunities to access growth markets in the Asia Pacific region. The mission is also enabling dialogue on gender equality and Indigenous women's empowerment to help move the dial forward for women, Indigenous and non-Indigenous alike, in Canada, Australia and Aotearoa New Zealand.

Our delegation highlights Canada's cultural diversity and includes some leading women in business and thought leadership, and inspiring women entrepreneurs. These women represent Canada's best and brightest in business with mission entrepreneurs carefully chosen for their innovative technologies, products and services in the areas of infrastructure, smart cities, sustainable solutions, and health technology. We endeavour to connect delegates with Australian and New Zealand businesses to secure partnerships, research collaborations, investment as well as domestic and/or regional distribution. Our overall goal is to achieve mutually beneficial outcomes for Canadian, Australian and New Zealand businesses.

Australia's and New Zealand's dynamic domestic economies are positioned to make large strides when they begin re-opening to international visitors post-pandemic. The mission, which connects women in business, academia and the public sector, convenes panel discussions on growth opportunities for women-led SMEs and Indigenous women's trade opportunities, while introducing Canadian women entrepreneurs to potential partners in Australia and Aotearoa New Zealand through business to business (B2B) matching and pitch sessions.

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





MESSAGE FROM

# Katherine Ruiz-Avila

*Acting High Commissioner, High Commission of Australia to Canada*

I am pleased to welcome the first Canadian Women-only Virtual Business Mission to Australia and New Zealand. Australia and Canada enjoy a close relationship that grows stronger each year, and this Virtual Mission will build on, and deepen, those ties.

Our trade relationship dates back over one hundred years. Two-way trade today is over CAD4 billion annually.

While Australia is a commercial destination in its own right, it is also a springboard to Indo-Pacific markets for many Canadian businesses. The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) will also open further opportunities across the Indo-Pacific region.

Australia is the fifth largest global destination for Canadian direct investment, and the largest destination in Asia and Oceania. Australia's economy is coming back strongly from the COVID-19 pandemic. We have outperformed every major advanced economy, with almost one million jobs added since the peak of the crisis. With Australia's borders beginning to re-open, this is an excellent time for the first Canadian Women-only Business Mission to occur.

This Virtual Trade Mission will help provide women-led Canadian businesses greater access and insights in accessing these markets.

Australia is committed to women's economic empowerment both at home and abroad. It's

therefore exciting to welcome this dynamic and diverse group of women entrepreneurs - particularly the Indigenous women entrepreneurs.

I'm also delighted by the focus on opportunities in science, technology, engineering and other sectors which are traditionally underrepresented by women. Sectors such as infrastructure, power and renewables, and digital industries and advanced technologies, in particular pose opportunities for Canadian companies in Australia.

I wish you every success, and hope that this mission delivers new insights, connections and access into the thriving Australian market. I also congratulate the Asia Pacific Foundation of Canada and its partners for initiating this mission.



MESSAGE FROM

# Martin Harvey

*High Commissioner, High Commission of New Zealand to Canada*

Kia ora koutou katoa,

It gives me great pleasure to endorse the first Canadian Women-only Virtual Business Mission to New Zealand and Australia, in December 2021.

There is no better time for this visit to be taking place. First, it comes hard on the heels of Aotearoa New Zealand's successful hosting of APEC 2021, where understanding the impacts of the COVID-19 pandemic on women's economic participation and the importance of an inclusive recovery were central to our objectives. We worked with Canada to identify the opportunities for APEC economies to leverage recovery measures to address long-standing barriers to women's engagement in the economy. The APEC Women and the Economy Forum and the APEC CEO Summit also helped push forward Canada's and Aotearoa New Zealand's shared objectives.

Second, the Business Mission also supports our shared objectives to promote opportunities provided by the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). This trade agreement is proving itself to be an effective tool in supporting the growth of trade and investment between our two countries and in ways that support successful women's entrepreneurship in the trade space.

Third, Aotearoa New Zealand and Canada share the value of promoting and enhancing inclusive trade. Together we are embarking on a journey around indigenous cooperation, building on productive bilateral work, as well as together in APEC. The framework and action plans that we will jointly implement will support indigenous women in business wanting to forge new links between our

countries across a wide spectrum of potential activities.

Let me extend my very best wishes for the success of the Mission, as well as my thanks to the Asia Pacific Foundation of Canada for its amazing work in bringing it together. This Māori whakatauki (proverb) speaks to the spirit of cooperation, which will no doubt be present in discussions over the next two days.

*Nāu te rourou, nāku te rourou, ka ora ai te iwi.  
With your food basket, and my food basket, the people will thrive.*



MESSAGE FROM

# The Honourable Pierre Pettigrew

*Chair of the Board, Asia Pacific Foundation of Canada*

It gives me great pleasure to welcome everyone to the First Canadian Women-only Virtual Business Mission to Australia and New Zealand. The agenda promises to be filled with rich discussions on gender economic development, as well as strategies for entering the international markets with women business leaders, and Indigenous women entrepreneurs from Australia, Canada and New Zealand. The mission also features a pitch session at which our Canadian delegates will introduce their products and services to potential partners in-market. I hope that the next two days will be

fruitful, leading to agreements and collaborations that will benefit our three economies and societies.

While Canadian businesses have been expanding their presence in the region for many years, women-led small, and medium enterprises have traditionally focused on our domestic market. Happily, that is now changing and the time is right for Canadian women-led companies to diversify into international markets. Australia and New Zealand, open, mature economies that value innovation, technology, and collaboration, are ideal partners for Canadian women-owned and -led businesses and this mission

is a testament to the positive opportunity that lies before us.

I would like to congratulate the Canadian women delegates who have been carefully chosen for the mission from across our country. I also extend my sincere appreciation to the efforts of the Asia

Pacific Foundation of Canada team, led by Christine Nakamura, Vice-President of the Foundation's Toronto Office, for bringing this ambitious and inspiring vision to reality.



MESSAGE FROM

# Jeff Nankivell

*President and CEO, Asia Pacific Foundation of Canada*

On behalf of the Asia Pacific Foundation of Canada (APF Canada) I am delighted to welcome all participants in the First Canadian Women-only Virtual Business Mission to Australia and New Zealand, the Foundation's fourth gender-based business mission to the Asia Pacific region. In our efforts to support economic growth and women's economic advancement, we encourage Canadian women in business, and in particular women entrepreneurs leading small and medium enterprises, to consider diversifying their target markets to include the burgeoning markets of the Asia Pacific. This unique mission is the latest in a series of missions to Asia to be organized by the Foundation under the leadership of Christine

Nakamura, Vice-President of our Toronto Office, and the third mission supported by the government of Canada's Women Entrepreneurship Strategy's Ecosystem Fund.

Australia, New Zealand, and Canada are established economic partners with mature trading relationships that have the potential to deepen further under the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), of which we are all signatories. The government of Canada's feminist agenda complements efforts of both Australia and New Zealand and, as such, collaboration through this project promises to result in mutually beneficial socio-economic outcomes. Promoting women's

economic empowerment isn't just good for women, but good for society and good for business as well.

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



# AGENDA

# Day 1 Mission Agenda

Time EST	Component	Speaker	Speaker Title
7:00pm	Introduction by M.C	Christine Nakamura	Vice-President Toronto Office, APF Canada
7:02pm	Land Acknowledgement and Opening Prayer	Elder Joanne Dallaire	Elder and Senior Advisor, Indigenous Relations and Reconciliation, Ryerson University
7:07pm	Mission Context	Christine Nakamura	Vice-President Toronto Office, APF Canada
7:13pm	Welcome Message and Reading of Message from Her Excellency Mary Simon, Governor General of Canada	Lisa de Wilde	Mission Chair, Bell Media Professor of Media Management, Schulich School of Business, York University, and Former Chief Executive Officer, TVO, and Board Member, APF Canada
7:16pm	Remarks and Reading of Message from the Right Honourable Justin Trudeau, Prime Minister of Canada	Janice Fukakusa	Mission Vice-Chair, Chancellor, Ryerson University
7:19pm	Introduction of Minister	Sara Wilshaw	Assistant Deputy Minister and Chief Trade Commissioner, Global Affairs Canada
7:22pm	Ministerial Message	The Honourable Mary Ng	Minister of International Trade, Export Promotion, Small Business and Economic Development

Time EST	Component	Speaker	Speaker Title
7:30pm	<b>HEALTH BREAK AND PROMOTIONAL VIDEO MESSAGE</b>		
7:40pm	Australia and New Zealand: Growth Opportunities for Women SMEs with Q&A	Moderator: Vicki Saunders	Founder, SheEO
		Theresa Gattung	Investor & Director; New Zealand Lead, SheEO
		Lesley Gillespie	Co-Founder & Director, Bakers Delight Holdings, Cobs Bread
		Amanda Healy	CEO, Warrikal Pty Ltd; Managing Director, Kirrikin
		Traci Houpapa	Chair, Federation of Māori Authorities
8:55pm	Closing Remarks Day 1	Christine Nakamura	Vice-President Toronto Office, APF Canada

# Day 2 Mission Agenda

Time EST	Component	Speaker	Speaker Title
7:00pm	Context and Introduction of CanWIN Chair	Christine Nakamura	Vice-President Toronto Office, APF Canada
7:05pm	Welcome Remarks	Dr. Lois Nahirney	CanWIN Chair and APF Canada Board Member
7:10pm	Indigenous Women's Trade Opportunities Panel	Moderator: Raylene Whitford	Founder, INDIGI-X
		Carol Anne Hilton	Founder, Global Center for Indigenomics
		Cheryl Bailey	CEO, Indigenous Technology
		Jenn Harper	Founder & CEO, Cheekbone Beauty Cosmetics
		Kiri Nathan	Co-Founder, Kiri Nathan Ltd.



Time EST	Component	Speaker	Speaker Title
8:00pm	HEALTH BREAK		
8:05pm	Delegate Pitch Sessions <i>Three Breakout Sessions by Sector</i>	<b>Breakout 1: Software</b> Dr. Lois Nahirney	CanWIN Chair and APF Canada Board Member
		<b>Breakout 2: Manufacturing</b> Lisa de Wilde	Mission Chair, Bell Media Professor of Media Management, Schulich School of Business, York University, and Former Chief Executive Officer, TVO, and Board Member, APF Canada
		<b>Breakout 3: Professional Services</b> Christine Nakamura	Vice-President Toronto Office, APF Canada
8:58pm	Closing Remarks	Christine Nakamura	Vice-President Toronto Office, APF Canada



BIOGRAPHIES

# SPEAKERS



## The Honourable Mary Ng

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

The Honourable Mary Ng was first elected as Member of Parliament for Markham-Thornhill in 2017. She has previously served as Minister of Small Business, Export Promotion and International Trade.

Minister Ng is a devoted community leader who has always believed in the power of public service. She has 20 years of experience in the areas of education, women's leadership, job creation, and entrepreneurship.

Minister Ng immigrated to Canada from Hong Kong with her family, and grew up learning about the struggle and eventual success that many new immigrants experience in Canada.

Her years working for the Ontario Public Service, Ryerson University, and the Ontario Ministry of Education led to her being recognized as one of Canada's top-performing public sector leaders. She later served as Director of Appointments for Prime Minister Justin Trudeau.



## Joanne Dallaire

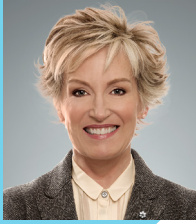
*Elder (Ke Shay Hayo) and Senior Advisor on  
Indigenous Relations and Reconciliation,  
Ryerson University*

Joanne sits as the Elder and Senior Advisor on Indigenous Relations and Reconciliation for Ryerson University, Ryerson's Aboriginal Education Council, and the Truth and Reconciliation directive and co-chair to the Egerton Ryerson Task Force. Joanne sits as an Elder for the Toronto District School Board (TDSB), the Urban Indigenous Education Center of the TDSB, and is the chair for the Urban Indigenous Community Advisory Committee, where she provides direction, consultation and training.

Joanne has dedicated her career to counselling, advising and educating on Indigenous concerns, empowering and capacity building and advocating for change in broader societal relationships between Indigenous and non-Indigenous people. Her 36-year social service career has contributed to transforming individuals' lives, the culture of agencies, training on Colonization and Residential Schools, the Truth and Reconciliation Commission, and the recognition and respect for Indigenous contributions.

Joanne has worked in a range of capacities with the Ontario government, with universities and colleges in Ontario, Legal Aid Ontario, Aboriginal Legal Services Toronto, Native Child and Family Services; North York Arts; Toronto's Indigenous Agencies, with Dr. Janet Smylie at Well Living House/St. Michael's Hospital, and the YWCA.

Joanne is a recipient of an Honorary Doctor of Laws from Ryerson University, the Minaake Award for Leadership, a Herbert H Carnegie Amazing Aces Award for Courage, and the City of Toronto Access, Equity and Human Rights Awards – Aboriginal Affairs Award.



## Lisa de Wilde

*Chair of Canada's First All-Women Virtual Trade Mission to Australia and New Zealand  
Bell Media Professor of Media Management, Schulich School of Business, York University, and Former Chief Executive Officer, TVO  
Vice-Chair of the Board of Directors, Asia Pacific Foundation of Canada*

Lisa de Wilde is a visionary and transformational leader. As CEO of TVO she transformed the educational broadcaster from an analog operation to an innovative, fully digital leader. While also building up a current affairs powerhouse at TVO, Lisa's sharp focus on education technology created groundbreaking new tools and programs to position TVO as an award-winning global leader in EdTech.

Lisa is the Bell Media Professor in Media Management in the Schulich School of Business MBA Program in Arts, Media and Entertainment Management and currently serves as a Board Member of TELUS, Toronto Global, the Asia Pacific Foundation of Canada, and École de danse contemporaine de Montréal. She is also a former board member and Chair of the Board of Toronto International Film Festival (TIFF).

She is a lawyer by training who began her career at the CRTC, was a partner at a major law firm, and served as President and CEO of Astral Television Networks.

She has residences in Oakville and Montreal. Lisa is a recipient of the Queen's Diamond Jubilee Medal, has received honorary degrees from Ryerson University and Brandon University, holds a Bachelor of Arts and of Laws degrees from McGill University and is a member of the Order of Canada.



## Janice Fukakusa

*Vice-Chair of Canada's First All-Women Virtual Trade Mission to Australia and New Zealand  
Chancellor, Ryerson University,  
Vice Chair, CanWIN*

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

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

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



## Dr. Lois Nahirney

*President and CEO, dnaPower Inc.,  
Chair, CanWIN*

Dr. Lois Nahirney is the President and CEO of dnaPower Inc. Her businesses are revolutionizing preventative health care by bringing state-of-the-art DNA information to people to help them make better health decisions based on their unique genetic makeup. Prior to becoming a biotech entrepreneur, Lois was the Executive Vice-President, Corporate Resources for Teekay Corporation and a global senior executive with BC Hydro, WMC, ACL, Crystal Decisions, and Fletcher Challenge.

Lois has a Doctorate of Business Administration from Asia Pacific International University. She also has a Master of Business Administration from Ivey Business School and a Bachelor of Arts in Economics and Political Science from UBC. She was an international Rotary Scholar in New Zealand, an intern in the Prime Minister's Office, and has a Fellow in Board Governance designation.

Lois advised the BC Government on gender equity as Chair of the Premier's Women's Economic Council, and has created impact in the community as the Inaugural Chair for the Canadian Women's International Network (CanWIN), Co-Chair of WE for SHE, National Co-Chair of the Women's Executive Network, founding visionary of The Prosperity Project, LGBTQ2+ advocate, and board member of Vietnam Education Society (VES), a charity that builds schools in Vietnam and sends girls at high risk of being trafficked to summer camps and school on scholarships.

For her work, Lois has been recognized with awards for Canada's Most Powerful Women: Top 100, YWCA Women of Distinction, BC Medal of Good Citizenship, Most Pioneering Health CEO, BIV Influential Women in Business, BC Business Women of Influence, Canada 150 Community Service, and CCDI Community Contributor of the Year. VES was awarded a Medal of Honour from the Vietnamese Government for its contributions to girls and youth in Vietnam.



## Christine Nakamura

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

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



## Cheryl Bailey

*CEO, Indigenous Technology*

Cheryl Bailey is a proud Indigenous business owner from Muriwari country, Weilmoringle (Weil) – a Murdi (Aboriginal) community in northwest New South Wales. Weilmoringle or Wayilmarrangkal means “old salt bush” in the Muriwari language.

Throughout her exciting career, Cheryl dreamed of how technology might transform the lives of Aboriginal and Torres Strait Island people and has increasingly become an advocate for unlocking the power of technology and Indigenous business.

Cheryl’s experience with Indigenous businesses has included implementing Microsoft Office365 for Indigenous organisations such as Mitwaj Employment in Arnhem Land, Northern Territory.

Cheryl’s experience extends beyond her vision of assisting Indigenous businesses. In her recent career at Qantas Airways Cheryl led complex and operation critical projects for safety sensitive technology integrations, including the migration of 3000 devices from Windows XP to Windows 7.

A natural communicator, and a solutions-oriented technology specialist, Cheryl’s positive and collaborative style ensures Indigenous Technology is your ideal delivery partner.



## Theresa Gattung, CNZM

*Director & Investor, New Zealand Lead, SheEO*

Theresa Gattung is a New Zealand business leader, author, philanthropist and investor. Her best-selling autobiography *Bird on a Wire* was published in 2010.

Perhaps best known for her role as CEO of Telecom New Zealand, she was the first female CEO of an NZX listed company. Since leaving Telecom, she has divided her time between professional governance, entrepreneurial pursuits, and philanthropic work.

She has held multiple governance positions; Chair of AIA Australia, Chair of Telco Technology Services, Chair of CoOfWomen, Chair of the Wellington Board of the SPCA and then on the Royal New Zealand SPCA (RNZSPCA) National Board. She is currently Chair of AIA New Zealand, Chair of Global Women and a member of the National Advisory Board on the Employment of Women.

As co-founder of My Food Bag, alongside Cecilia and James Robinson and Nadia Lim and Carlos Bagrie she helped take the start-up to a nationwide company with a turnover of over \$130 million.

In 2019 she became Chair of Tend, a primary healthcare provider with a mission to put digital healthcare in the hands of all Kiwis.

She is also the New Zealand lead of SheEO, an international community that supports, finances, and celebrates female entrepreneurs.

In 2021 she funded the Theresa Gattung Chair of Women in Entrepreneurship within the University of Auckland Business School.

Theresa is involved with a number of not-for-profit and philanthropic interests, including being on the Global Board of World Pulse, being co-founder of the

World Women Charitable Trust and Patron of the Cambodia Charitable Trust. She is a supporter of The Pūriri Education Charitable Trust, Kootuitui ki Papakura, Gandhi Nivas, the Aunties, and Amnesty International.

In the 2015 New Year's Honours List, Theresa was made a Companion of the New Zealand Order of Merit for services to business and philanthropy, and in August that year she was inducted into the Marketing Hall of Fame at the TVNZ Marketing Awards. In 2017 she was named the inaugural winner of the NEXT Magazine Lifetime Achievement Award and in September 2018 she was awarded the Lifetime Achievement award at the Westpac Women of Influence Awards. In February 2019 she was inducted into the RNZSPCA Hall of Fame and in 2021 she was inducted into CoOfWomen Hall of Fame.

She lives between Auckland and the Bay of Plenty, New Zealand.



## Lesley Gillespie, OAM

*Co-Founder & Director, Bakers Delight Holdings /  
Cobs Bread*

Lesley along with her husband Roger are founders of Bakers Delight, a 670 plus bakery franchise network across four countries: Australia, New Zealand, Canada and the United States. In Canada and the United States it is branded as COBS Bread. Bakers Delight started from one bakery in Hawthorn, Melbourne, in May 1980.

Even though Bakers Delight / COBS Bread could now no longer be classed as a small business, the many franchisees across the network are small business operators. Lesley understands small business and she is committed to the success of Bakers Delight / COBS Bread franchisees. They are part of the backbone of the communities they serve.

Community involvement has been important and over the years Lesley has been involved in many community activities ranging from serving on school boards to chairing advisory committees at Swinburne and Monash universities. Bakers Delight / COBS Bread has always been there to support at the community grass roots level, whether it be local sporting teams or Bunnings sausage sizzles. For the last 21 years Bakers Delight has partnered with the Breast Cancer Network of Australia helping to raise millions of dollars to support families affected by this disease.

In 2019 Lesley was asked to join the Board of the Australian Business Growth Fund, a federal government partnership with the major banks. It is committed to helping small and medium sized businesses prosper, leading to more employment and ultimately stronger and more cohesive communities. It is modelled on similar funds in the UK and Canada.

Lesley has been honoured with the Order of Australia Medal (OAM), a Fellowship from Monash University where she gained an Honours Degree in Science and a Diploma of Education, as a Champion of Entrepreneurship at the EY Entrepreneur Of The Year™ Southern Region awards, and she has received Honorary Doctorates from Swinburne University of Technology and Monash University.





## Jenn Harper

*Founder and CEO, Cheekbone Beauty*

An award-winning social entrepreneur, Jenn Harper is the founder and CEO of Cheekbone Beauty Cosmetics Inc. Cheekbone Beauty is a digitally native direct to consumer brand that is helping Indigenous youth see themselves in a beauty brand while using the concept of Life Cycle Thinking (LCT) in the brand's ethos and in developing products. Creating a new segment in the beauty industry - Sustainable Socially Conscious Beauty.

Jenn Harper has been making a name for herself in the beauty industry for a number of years but has quickly been gaining popularity after being on the hit CBC show, Dragons' Den (see here: [https://www.cbc.ca/dragonsden/m\\_pitches/cheekbone-beauty](https://www.cbc.ca/dragonsden/m_pitches/cheekbone-beauty)) in 2019. Cheekbone Beauty's mission is to help every Indigenous youth see and feel their enormous value in the world while creating sustainable cosmetics.

In addition to Cheekbone's mission, she strives to educate as many people as possible about the Residential School System and the effects it has had on her family and friends through decades of generational trauma. She speaks regularly to university, college and high school students about social entrepreneurship, empathy and the history of her First Nations family. She has also been invited to speak to various entrepreneur groups including women in business associations, Apple Canada, and First Nations organizations.



## Amanda Healy

*CEO, Warrikal Pty Ltd*

*Managing Director, Kirrikin*

Amanda is a Wonnarua (the traditional owners of the Hunter Valley in New South Wales) woman and part of the Koorie nation. She has spent most of her life living in Western Australia.

Amanda has more than 35 years' experience in the mining industry in Australia, Africa and Canada, having worked for Blue Chip miners such as BHP, Rio Tinto and WMC. In 2003 she founded her own engineering business in the Pilbara region of Western Australia – Maxx Engineering – which was sold to a large international company in 2015.

In 2014 Amanda was awarded the prestigious 'Indigenous in Business' Award at the Ethnic Business Awards at the C20 in Brisbane (for Maxx Engineering) and has since won a number of small business awards both nationally and regionally. She has an MBA and was honoured with a Doctor of Commerce at Curtin University in 2020.

Amanda developed Kirrikin – a social enterprise sharing profits with artists – in late 2014 to address a shortage of authentic Indigenous products. Kirrikin digitally prints gorgeous Aboriginal artwork onto luxurious Cashmeres and silks, turning them into clothing and accessories. Kirrikin won an Ecommerce award through the Export Council of Australia and was a finalist in the national awards in 2016. In 2018 Kirrikin again won an Export Council award in the Creative Industries field. Kirrikin is a popular partner for awareness or fund-raising activities on Indigenous projects.

In 2017 Amanda joined forces with two other industry specialists to form Warrikal, and Indigenous majority-owned mechanical services business, combining some 50 years of experience in shutdowns and turnarounds in

the Pilbara. Amanda is the CEO of Warrikal and continues her work in Social Responsibility through Kirrikin.

Amanda is on the Board of the Wirrpanda Foundation, Curtin University Business and Law School Advisory Board, Save the Children Fund, Western Australian Social Enterprise Council Founding Board, John Curtin Gallery, Enterprise Learning Projects and a number of other small Indigenous focused boards.



## Carol Anne Hilton

*CEO and Founder, The Indigenomics Institute  
CEO and Founder, The Global Center of  
Indigenomics*

Carol Anne Hilton, MBA is the CEO and Founder of The Indigenomics Institute and the Global Center of Indigenomics. She is a recognized First Nation's business leader and adviser with an international Masters Degree in Business Management (MBA) from the University of Hertfordshire, England, a partnership through Vancouver Island University. Carol Anne is of Nuu chah nulth descent from the Hesquiaht Nation on Vancouver Island.

Carol Anne currently serves on the BC Emerging Economy Task Force as an adviser to the Minister of Jobs, Trades and Technology as well as on the BC Indigenous Investment Council for the Ministry of Indigenous Relations and Reconciliation. She was appointed as a senior advisor to the federal Finance Minister on the Canadian Federal Economic Growth Council.

Carol Anne has led the establishment of a line of thought called #indigenomics – the building and strengthening of Indigenous economies. Carol Anne is currently authoring 'Indigenomics – a Global Power Shift.'

Carol Anne's work has been recognized with an 'Outstanding Business Achievement Award' from the BC Achievement Foundation, a 'Creating Wealth Award' from the National Indigenous Council of Elders and 'Business of the Year Award' from the Nuu chah nulth Economic Development Corporation and most recently the 'Excellence in Aboriginal Relations Award' from the Canadian Council for Aboriginal Business.

Carol Anne currently serves as Director on the McGill University Institute of the Study of Canada, the National Canadian Community Economic Development Network as well as a juror on the national Smart Cities Challenge.

Carol Anne is an instructor at Simon Fraser University's Community Economic Development Program and a faculty lead at the Banff Center's Indigenous Business Program where she was also a Fleck Fellow.



## Traci Houpapa, MNZM, JP

*Chair, Federation of Māori Authorities*

Traci is an award-winning company director and a recognised industry leader. She is a trusted advisor to Māori, Government, public and private sector entities on strategic and economic development, and is known for her strong and inclusive leadership and her clear focus on building the wealth and prosperity of Aotearoa New Zealand.

Traci is a Chartered Fellow of the NZ Institute of Directors, and is recognised as a role model for other directors and business leaders. She has been named as one of the top ten most influential women in NZ agribusiness and the Listener's top ten influencers in NZ.

Traci won the Westpac Fairfax Media Women of Influence Board and Management award and has been named on Westpac's NZ Women Powerbrokers list. Traci has been awarded the Massey University Distinguished Alumni Service Award for services to New Zealand agribusiness and Māori, and named amongst the BBCs 100 Most Influential Women in the World.

Traci has an MBA from Massey University and is a Member of the New Zealand Order of Merit, a Justice of the Peace and a Marriage Celebrant.

### **Traci serves as:**

- FOMA 'Federation of Māori Authorities', Chairman
- W3 Wool Unleashed Primary Growth Partnership, Chairman
- National Advisory Council on the Employment of Women, Chairman
- Hineuru Holdings Limited, Chairman
- Te Arawa Group Holdings Limited, Chairman
- Australia New Zealand Leaders Forum Indigenous Business Sector Group, NZ Co-Chairman

- Chiefs Rugby Club Limited, Director
- Ontario Teachers' Pension Plan NZ Forests Investment Limited, Director
- New Zealand Trade and Enterprise, Director
- Stuff Limited, Advisory board member
- NZ Public Service Commission, Māori Advisory Group
- Predator Free 2050 Limited, Director
- Massey University, Council member
- National Science Challenge Science for Technology and Innovation, Board member
- NZ Police, Risk and Audit Committee, member

### **She holds the following honorary roles:**

- Mystery Creek Fieldays, Honourary Vice President
- Leadership New Zealand, Ambassador

### **And is a member of:**

- Global Women New Zealand
- SuperDiversity Institute
- Rural Women New Zealand
- CSC Global Alumni Fellow
- Māori Women's Welfare League
- NZ Institute of Directors



## Kiri Nathan

*Co-Founder, Kiri Nathan Ltd.*

Kiri Nathan is co-founder of self-named fashion brand KIRI NATHAN (KN). Inspired by Aotearoa New Zealand and Te Ao Māori, the company is built on tradition, culture, unique designs, integrity, and a clear company vision.

Kiri was awarded a New Zealand Order of Merit for services to Māori and the fashion Industry in 2020 and in 2019 was awarded a Sir Peter Blake leadership honour and was named MWDI Māori Businesswoman of the year. In 2021 she was inducted into the New Zealand Hall of Fame for Women Entrepreneurs.

In 2017, Kiri founded the Kāhui Collective, which supports the growth and mentorship of Indigenous creatives and entrepreneurs. Through the Kāhui Collective she has led groups of Māori creatives to China, facilitating high level meetings with market buyers and distributors in the largest fabric markets in the world. Kiri sits on the Board of the New Zealand China Council and her KN designs have shown as Guangzhou Fashion Week in China.

The Museum of New Zealand, Te Papa Tongarewa, has acquired thirteen of Kiri's pieces in 2017 for its collections and Kiri has been invited to form the first Māori Fashion Coalition with New Zealand Trade and Enterprise (NZTE). She is working with the Auckland Tourism, Events and Economic Development (ATEED), Britomart Group and the Auckland International Airport to create physical and online retail opportunities for Māori fashion and art.

The Prime Minister of New Zealand, Jacinda Ardern, wears the KN brand. Kiri has personally met and gifted KN New Zealand greenstone taonga (cultural treasure) and kākahu (Māori cloak) to President Barack Obama, Beyoncé, Mariah Carey and Demi Lovato. KN products are owned by Meghan, Duchess of Sussex, Michelle Obama, Ed Sheeran, Bruce Springsteen and Will.i.am. By the

request of New Zealand Governor General Dame Patsy Reddy, Kiri hand wove two contemporary kākahu, that will be used to cloak women in all future Dame Investiture ceremonies.

Kiri was the first Māori finalist for SheEO and one of three successful Māori ventures in 2020. Kiri has dedicated years to forming relationships within mainstream women's organisations with the intention of encouraging more Māori representation and cultural connection.

Most importantly, Kiri is mother to five tamariki (children) and three mokopuna (grandchildren).



## Vicki Saunders

*Founder, SheEO*

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

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



## Raylene Whitford

*Director & Founder, Indigi-X*

Raylene Whitford is a Cree-Métis finance professional with a well-established career in the international energy sector. She is the Director of INDIGI-X and founder of Canative Energy, a social enterprise which supports the economic development of Indigenous communities impacted by the energy sector.

Her previous leadership positions include leading a company listed on the London Stock Exchange, as well as directing a US\$42 billion capital efficiency project for an energy company in the Middle East. She also spent several years working with BP's Commercial Performance Improvement Unit where she advised on cost optimization in Europe and West Africa.

She currently is a member of the Deputy Prime Minister's Women's Task Force for Economic Recovery and is a member of the Deputy Minister's Advisory Committee for International Trade. She is also on the Board of the Clean Resource Innovation Network.

Raylene is a Chartered Accountant and has an MBA from Aberdeen Business School in the UK. She is currently completing an interdisciplinary PhD in Indigenous Studies and Business at the University of Alberta.



## Sara Wilshaw

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

A senior government executive of 26 years, Ms. Wilshaw is Canada's Chief Trade Commissioner and Assistant Deputy Minister at Global Affairs Canada. She leads a global team that helps Canadian business find new customers, troubleshoot market access, sell their products, and grow their businesses ([www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)). Sara also leads work across global trade support services including export finance, foreign investment and responsible business conduct. Prior to her current role, Sara served as Director of Operations, Foreign and Defence Policy Secretariat at the Privy Council Office. In this role she provided strategic analysis and advice to the Prime Minister, the Clerk of the Privy Council, the National Security and Intelligence Advisor and the Foreign and Defence Policy Advisor on matters concerning Canada-U.S. relations, Latin America, Trade issues, Climate Change, Human Rights and the UN. Prior to joining PCO, Sara led the North America Bureau at Global Affairs Canada during the renegotiation of NAFTA as Director General. She was previously appointed to represent Canada as Consul General in Dallas, and as Senior Trade Commissioner in New Delhi, India, and she has extensive experience in trade promotion and negotiations, including at Canada's Permanent Mission to the World Trade Organization in Geneva and at the Embassy of Canada in Japan. Her headquarters experience at Global Affairs Canada includes both functional and geographic, as well as foundational work on the Global Commerce Strategy, Corporate Social Responsibility for the Extractive Sector, modernization of the Trade Commissioner Service, trade policy consultations and communications, as well as human resources. Ms. Wilshaw is a graduate of York University's International Relations and Economics program. She is married and has two children.



# COMPANY PROFILES





#### COMPANY NAME

**Akawe Technologies**

#### COMPANY REPRESENTATIVE

**Leanne Marie  
Bellegarde, Q.C.**

**Title:** CEO

**Phone:** +1 306 291 9509

**Email:** [leanne@akawetechnologies.ca](mailto:leanne@akawetechnologies.ca)

#### COMPANY DESCRIPTION

Akawe Technologies Inc. was founded with the objective of bridging the digital divide for Indigenous and other under- and un-represented groups.

Our team of conscious entrepreneurs, Indigenous Peoples, and under-represented voices have come together to help like minds harness the power of technology. Through customized technology solutions we help our clients achieve data sovereignty; optimize their processes and operations; build communities; and empower others. The combination of our professional pedigree and lived experiences make us the perfect partner for unique groups who want to be seen, supported, and successful.

#### UNIQUE VALUE PROPOSITION

Indigenous, Female, LGBTQ2S founders with over 75 years experience. One of the few Canadian Indigenous tech companies today. The Akawe OS is a blockchain distributed ledger system using self-sovereign digital identity and a digital wallet. We adhere to OCAP and GDPR standards. We develop our own and custom solutions focused on diverse group inclusion.

#### SECTORS SERVED

ICT, custom software solutions, website development, inclusion software apps, inclusion consulting services - particularly on Indigenous and Diverse group (ESG-DEIB), SaaS.

#### TARGET ORGANIZATIONS

We'd like users for AconX - diverse businesses and job seekers, and small, medium, large companies seeking sourcing for their procurement and workforce.

We'd like beta user participants and subscribers for AconX.

We have other projects in development: NFT Indigenous Art app, election app, membership management app as well as a suite of health, language, and marketplace solution apps we can customize for clients.

#### OBJECTIVES

To begin formulating relationships and contacts for future internationalization beyond North America.

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**Address:** 5 Hanna Ave., Unit 215, Toronto, ON M6K 0B3

[akawetechnologies.ca](http://akawetechnologies.ca)





COMPANY NAME

## The Alinker

COMPANY REPRESENTATIVE

## BE (Barbara) Alink

**Title:** CEO

**Phone:** +1 778 228 9618

**Email:** [Barbara@thealinker.com](mailto:Barbara@thealinker.com)

### COMPANY DESCRIPTION

We manufacture and distribute the first series of Alinkers, unmotorized walk assists designed to ensure users stay active regardless of mobility challenges. Our designs are designed for how we want to live, not as a solution to a problem, revolutionizing the approach to micro-mobility, inner-city transportation, the 'last mile' and making our society inclusive, not just accessible.

The Alinker itself is a non-motorized walking-bike without pedals. The Alinker is for everyone who wants to maintain an active life regardless of their movement abilities/disabilities. The Alinker is striving to build an inclusive community. The Alinker is a vehicle for change as it gets people out of isolation and engaged in life again while making connections. This is crucial because isolation is the biggest disease for an ageing population and is experienced as a bigger problem than the physical disability itself.

We are a woman owned, women led company, based in Canada, with daughters in the US and the Netherlands. We have IP related to the Alinker walking bike and trademarks to the brand. We just entered our 6th year in the market.

We direct sell in Canada, USA and the Netherlands, and have distribution partners in the UK, Germany, Austria, Poland, Czech republic, Slovakia, Switzerland, Italy, Australia, and South Africa. We had a partner in New Zealand but we had to end their contract after another CEO came into place. We are now looking for a new distributor in New Zealand.

### UNIQUE VALUE PROPOSITION

We design and develop revolutionary designs for how people want to live - not a technical solution for a body with a problem - which counters the reactive 'sickcare' mindset and assumptions about people with mobility

challenges. The Alinkers are used by people who want to stay active and engaged, but experience 'medical' products as stigmatizing and dependence-creating through passive treatment. We are certified BCorp and a SheEO venture. We use our business as a force for good, to address systemic issues through the lens of reverse design.

### SECTORS SERVED

Manufacturing and Innovation product development

### TARGET ORGANIZATIONS

Non medical, more sports related distributors, companies that are different, and able to see the Alinker as an alternative of the medical approach.

### OBJECTIVES

I hope to find new partners in Australia, specifically outside of Sydney. I am also looking for a partner in New Zealand.

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**Address:** 375 Markham St., Toronto, ON M6G 2K8

[thealinker.ca](http://thealinker.ca)





#### COMPANY NAME

**AVID Architecture**

#### COMPANY REPRESENTATIVE

**Cynthia Dovell**



**Title:** Principal & CEO

**Phone:** +1 780 638 9728 x 101

**Email:** [cynthia@avidarch.ca](mailto:cynthia@avidarch.ca)

#### COMPANY DESCRIPTION

AVID unites creativity, community, and craft to bring your vision to life. We have designed some of Alberta's most dynamic buildings to create a sense of place and enable people to live and work in the best possible way. Through our work, we help people build strong communities. AVID Architecture is a firm with seven staff. Established in June 2015 and headquartered in Edmonton, AVID prides itself in approaching unique, challenging, and one-of-a-kind projects head on. Our entire team has lived and worked in Alberta, primarily in Edmonton but also in other communities, both small and large, and also on projects across Canada.

At AVID, we believe in the power of good architecture. It creates a sense of place, and enables people to live and work in the best possible way. We want to help people and to build strong communities. For this reason, our design philosophy is built around the central principles of working collaboratively, achieving innovation through practical means, and creating a sense of place and community through spatial design and architecture.

#### UNIQUE VALUE PROPOSITION

AVID Architecture provides architectural design and education services that ignite joy and support individual and community wellbeing. Whether through our building design services or teaching others in this, our philosophy is rooted in enacting collaborative, innovative yet practical means to achieve the best outcome possible.

#### SECTORS SERVED

Smart Cities, Education, Design and engineering

#### TARGET ORGANIZATIONS

I would be very interested in speaking with property management companies, and real estate developers, and potentially builders to see if they have interest in our course.

#### OBJECTIVES

I would like to see if there is interest in taking our course, or explore options for partnering with developers in Australia and New Zealand to see if we could do a research study where we measure the outcomes of any modifications they make to their designs or existing buildings.

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**Address:** 120-10309 107 Street Edmonton, AB

[www.avidarch.ca](http://www.avidarch.ca)





## COMPANY NAME

**Braze Mobility Inc.**

## COMPANY REPRESENTATIVE

**Dr. Pooja Viswanathan**

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**Title:** CEO

**Phone:** +1 877 272 9326

**Email:** [pooja.v@brazemobility.com](mailto:pooja.v@brazemobility.com)

## COMPANY DESCRIPTION

Based in Toronto, Ontario, Canada, the company was founded by Dr. Pooja Viswanathan, who has incorporated over a decade of smart wheelchair research into state-of-the-art technology that improves accessibility and independence for people with physical disabilities.

For wheelchair users who struggle to maneuver safely or just need more spatial awareness, Braze Mobility has created the world's first blind spot sensors that can be added to any wheelchair and transform it into a 'smart' wheelchair. Our system automatically detects obstacles and provides feedback to the user through intuitive lights, sounds, and vibrations. Our technology helps users maintain their dignity and independence, reduces caregiver stress, decreases property damage, and increases safety not only for the user but others in the environment as well.

Braze Mobility is dedicated to increasing independence, safety, and overall quality of life for people living with mobility challenges. We engage with end-users throughout the design process to create accessible and innovative technologies that are affordable and easy to use.

## UNIQUE VALUE PROPOSITION

By offering multi-modal feedback, our technology helps users maintain their dignity and independence, reduces caregiver stress, decreases property damage, and increases safety not only for the user but others in the environment as well.

## SECTORS SERVED

Health tech, Health and Wellness Products

## TARGET ORGANIZATIONS

We are targeting seating clinics, rehab hospitals, wheelchair providers, wheelchair manufacturers, assistive technology providers, wheelchair user groups, seating and mobility therapist groups, disability advocacy groups, personal support worker organizations, and payers of assistive technologies.

## OBJECTIVES

Our objective is to gain a better understanding of the complex rehab market in AUS and NZ, and gain insights on funding models and pricing strategies. We are also keen on meeting with wheelchair manufacturers and providers to partner with.

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**Address:** 331-60 St. George St, Toronto, ON, M5S 1A7

[brazemobility.com](http://brazemobility.com)





#### COMPANY NAME

## Centre for Aging + Brain Health Innovation (CABHI), and Baycrest Health Sciences

#### COMPANY REPRESENTATIVE

### Dr. Allison Sekuler

**Title:** Managing Director

**Phone:** +1 905 537 8637

**Email:** [vpr@research.baycrest.org](mailto:vpr@research.baycrest.org)

#### COMPANY DESCRIPTION

The Centre for Aging + Brain Health Innovation (CABHI) is a solution accelerator focused on driving innovation in the aging and brain health sector. Established in 2015 through funding of \$124 million (CAD), it is the result of the largest investment in aging and brain health in Canadian history, and one of the largest investments of its kind in the world.

CABHI is a unique collaboration of health care, science, industry, not-for-profit and government partners whose aim is to help improve quality of life for the world's aging population, allowing older adults of all backgrounds and abilities to age safely in the setting of their choice while maintaining their cognitive, emotional, and physical well-being. Through its funding programs, CABHI helps global innovators gain access to key user groups in order to test, develop, validate and accelerate the adoption of their solutions.

CABHI is powered by Baycrest, a global leader in aging and brain health and home to the Rotman Research Institute, one of the world's top research institutes in cognitive neuroscience. With more than 100 years of experience in improving the well-being of older adults and serving the needs of the people who care for them, CABHI builds on Baycrest's much sought-after expertise and exemplary care experience.

#### UNIQUE VALUE PROPOSITION

We have a focused approach to supporting innovators and spreading and calling innovations in the aging and brain health sector. We have funded over 350 projects to date, have hundreds of test sites and partners across the country and internationally, and are uniquely suited through our history, experience, and networks to help

individuals gain access to and succeed in the growing longevity market in Canada and abroad.

#### SECTORS SERVED

Biotechnology, Digital health technology, Healthcare, Personal support services, Education, Health and wellness products.

#### TARGET ORGANIZATIONS

Companies interested in neuroscience, aging and brain health, venture firms and other potential co-funders, government agencies linked to research, innovation, health, and aging, seniors care organizations.

#### OBJECTIVES

We would like to help our Canadian companies spread and scale within Australia and NZ, to find partners for co-funding, and to identify potential solutions that will benefit the health and well being of Canada's seniors and/or advance our work in neuroscience and aging.

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**Address:** 3560 Bathurst St, Toronto, ON, Canada, M6A 2E1

[www.cabhi.com](http://www.cabhi.com)





COMPANY NAME

**CruxOCM**

COMPANY REPRESENTATIVE

**Victoria Knott**

**Title:** CEO & Co-Founder

**Phone:** +1 403 923 2322

**Email:** [vicki@cruxocm.com](mailto:vicki@cruxocm.com)

## COMPANY DESCRIPTION

The purpose of CruxOCM is to empower control room operators to automate heavy industry. Just like pilots in planes have autopilot software to enhance safety and efficiency, we are building this offering to automate control room operation for heavy industrial assets (pipelines, gas plants, LNG plants, etc.). Another analogy is that we are to heavy industrial control room operators what robotic process automation is to knowledge workers. Crux robotic industrial process automation software (RIPA) fully automates complex procedures, checklists, and rule-of-thumb human executed processes in control rooms on behalf of control room operators.

## UNIQUE VALUE PROPOSITION

- 45% Reduction in Emissions & Environmental Impacts resulting in cleaner operations
- 99% Reduction in Human Factors resulting in safer, consistent operations
- 4% Increased Flow resulting in revenue maximization from existing assets
- 40% Reduction in Pressure & Flow Variations resulting in increased asset lifespan

## SECTORS SERVED

Clean Technology

## TARGET ORGANIZATIONS

We are targeting companies that operate oil and refined products pipelines.

## OBJECTIVES

To sell our products to companies operating oil and refined products pipelines in Australia and New Zealand.

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**Address:** 4726 Bowness Rd NW, Calgary, AB T3B 0B4

[www.cruxocm.com](http://www.cruxocm.com)





## COMPANY NAME

**Four Our Future  
Indigenous Economics  
Ltd.**

## COMPANY REPRESENTATIVE

**Vanessa Mountain**

**Title:** Founder & Co-Chair

**Phone:** +1 778 988 8664

**Email:** [vanessa@fourourfuture.com](mailto:vanessa@fourourfuture.com)

**COMPANY DESCRIPTION**

Four Our Future Indigenous Economics Ltd. (“Four Our Future”) is an Indigenous-owned corporation founded by Indigenous leaders in Canada. Four Our Future specializes in developing and implementing sustainably-focused strategic plans, business plans and community economic development models. Our team identifies and addresses the dichotomy between Western/corporate business models and more ‘holistic’ Indigenous/community development models. We draw from our collective experiences living, working and learning from over 300 of Canada’s 630+ Indigenous governments.

**UNIQUE VALUE PROPOSITION**

From our experiences and extensive input from Indigenous Elders, leaders, and organizations, we developed the Four Our Future Indigenous Economic Lens. This lens honours Indigenous Knowledge, values and planning processes yet recognizes the diversity of our communities. Governments, corporations, entrepreneurs, industries and Nations can apply this lens in their work to plan, implement, manage and communicate about projects of any size. Our lens simplifies project management; it ensures that the interconnected social, ecological, and economic systems are considered so that future generations benefit.

**SECTORS SERVED**

Consulting services

**TARGET ORGANIZATIONS**

Indigenous organizations and professionals. Potentially Indigenous communities, and governments. Since we are experienced with community development and business development, as well as strategic development, we would be interested in learning more about how this takes place

in the Indigenous communities in Australia and New Zealand. We may even be able to assist and/or partner with an organization to enhance Economic Development for the local Indigenous groups.

**OBJECTIVES**

Our objectives would be to connect with like-minded professionals around the world. We want to learn how other areas and Women in Business manage to progress and succeed in their field/industry. There are probably many similarities, but there are most likely lots of differences as well.

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**Address:** 100 Park Royal South, West Vancouver, BC V7T 1A2

[www.fourourfuture.com](http://www.fourourfuture.com)





COMPANY NAME

**INVICARE Inc.**

COMPANY REPRESENTATIVE

**Dr. Ashwaq  
Al-Hashedi**

—

**Title:** CEO

**Phone:** +1 514 848 2424 (ext. 4004)

**Email:** [ashwaq@invicare.ca](mailto:ashwaq@invicare.ca)

## COMPANY DESCRIPTION

INVICARE is a biotechnology company, evolved from McGill University, aiming to bring innovative biomaterials to the health industry. INVICARE revolutionizes implant infection control using a patented two-dimensional nanocrystalline magnesium phosphate gel (2D-NMP) technology, innovated from FDA-approved materials through seven years of collaborative research between McGill, Harvard Medical School and the University of Montreal (UdeM). The patented gels offer non-selective cleaning and disinfection of implant surfaces, bone healing properties, implant coating, gel-based drug delivery system, and cosmetic applications potential. Our vision is to become a leading biotech company that controls implant infections by offering technical and value-based advantages. We offer greater value to specialists and implant patients at an economical price than currently available expensive solutions.

## UNIQUE VALUE PROPOSITION

Implant-supported teeth have become a gold standard in modern dentistry for restoring missing natural teeth. Currently, there are more than 180 million implants placed across the world, and the global dental implant market was forecast to reach USD 7.8 billion by 2020. Despite the high success rates of implants, around 20% of dental implants fail due to the development of surrounding infections.

Dental implant hygiene and maintenance are as vital as maintaining natural teeth. Current implant maintenance practices were originally developed for maintaining natural dentition and hence are ineffective for dental implants and may damage implant surfaces. This can lead to local infections around the implant and loss of local bony structure, which supports implants. These sequences eventually lead to dental implant failure, which needs costly surgical interventions for treatment.

NeoPhylaxis® provides better dental implant maintenance by acting like a strong sponge absorbing bacteria/contaminants, destabilizing biofilm, and leaving the implant surfaces clean. The gel provides non-selective cleaning and extraordinary superlative properties (high injectability, large surface area, and high absorbability) that outperforms all other alternatives. Scientific studies have shown that NeoPhylaxis® leads to 70% fewer total contaminants than alternative techniques, 60% fewer scratches than cleaning with Prophylaxis pastes, and 50% less bacteria than cleaning with a Ti brush.

## SECTORS SERVED

Biotechnology, Healthcare, Health & Wellness

## TARGET ORGANIZATIONS

We are targeting lead dental suppliers such as Gunz Dental, Adam Dental, Critical Dental to market, promote, and sell our dental products to their existing clientele. We are also interested in budding companies bringing dental innovation from around the world to Australia/New Zealand such as V Dental as a supplier for our products. Additionally, we would like to meet with some Australian orthopedic companies such as Allegra Orthopedics, Orthotech Group, and Infiniti Medical to discuss licensing of our technology for its orthopedic applications.



## OBJECTIVES

Our first product is Health Canada approved and is market ready. We want to identify and finalize the key partners in Australia/New Zealand to help us with investment in INViCARE, sales & marketing of the dental products and those interested in licensing the orthopedic applications of the technology.

---

**Address:** 1350 Du Fort St., Montreal, QC H3H 2R7

[invicare.ca/en/](https://invicare.ca/en/)





## COMPANY NAME

**Neuraura**

## COMPANY REPRESENTATIVE

**Claire Dixon**

**Title:** Co-Founder & COO

**Phone:** +1 403 305 0082

**Email:** [claire@neuraura.com](mailto:claire@neuraura.com)

## COMPANY DESCRIPTION

Neuraura's purpose is to improve the lives of billions of people suffering from neurological, psychiatric and sensory conditions. Neuraura has developed proprietary micro-electrodes that eclipse the performance of legacy electrodes in terms of signal and spatial resolution and have broad potential application in the fields of brain machine interface and neuromodulation. Neuraura's platform combines our proprietary micro-electrodes, data visualization and machine learning to transform the standard of brain care. We create products that advance drug development, support diagnostics and enable personalized neuromodulation.

## UNIQUE VALUE PROPOSITION

Neuraura's advanced microelectrodes replace 25+ year old sensor technology with very limited innovation and provide:

- 350x smaller than traditional Electroencephalography ("ECoG") sensors;
- More accurate neuronal data captured;
- Very low "noise" with a signal to noise ratio of 7.8;
- Detection of high frequency oscillations ("HFOs") which can be used to predict seizure onset;
- 100% detection of seizures; and
- High adaptability to different applications as they can be added to any substrate (glass, flex and metal).

For research applications, Neuraura's electrodes provide:

- Differentiated data sets to provide evidence on drug / device efficacy, including the ability to record biomarkers such as high frequency oscillations;

- Improved evidence on drug / device targeting by recording across a variety of brain structures; and
- Application to a broad range of neurological, psychiatric and sensory conditions.

For clinical applications, Neuraura's electrodes and (future) wireless EEG system provide:

- Higher quality data: >3x improvement in signal resolution to enable improved clinical decision-making on area of tissue to be resected;
- Minimally invasive (hybrid electrodes): combining recording from cortical and depth structures;
- 3D visualization: to enable more efficient time-saving diagnostic review and increased clinician confidence; and
- Wireless patient monitoring: enabling ambulatory care in hospital with improved patient compliance and recovery.

## SECTORS SERVED

Biotechnology & Healthcare

## TARGET ORGANIZATIONS

The organizations we are targeting in this trade mission include:

- Investors: early stage (seed and Series A) investors with strong interest in NeuroTech
- Pharmaceutical companies: emerging and large companies with a focus in brain disorders, e.g., Alzheimer's disease, Parkinson's disease, depression
- Contract research organizations: CROs that conduct pre-clinical studies to support pharma companies as above

- Clinical researchers: neurologists and neurosurgeons who conduct research including invasive electrophysiology (EEG)
- Academic researchers: within neuroscience who conduct in-vivo experiments

### OBJECTIVES

- Build pipeline of potential customers for our research electrodes
- Qualify potential partners to conduct collaborative research projects (academic, pre-clinical and clinical)
- Refresh / build out list of potential investors for current and next fund-raising round

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**Address:** 2326A Richmond Rd SW, Calgary, AB T2T 5E4

[www.neuraura.com](http://www.neuraura.com)





COMPANY NAME

**ONITT Inc.**

COMPANY REPRESENTATIVE

**Randene Seeman**

**Title:** CEO

**Phone:** +1 403 966 2601

**Email:** [seeman33@hotmail.com](mailto:seeman33@hotmail.com)

## COMPANY DESCRIPTION

ONITT INC. (“ONITT”) is a Software as a Service (“SaaS”), structured as a cash flow company which is not capital intensive and works in the up and down cycles. We provide a cloud-based project management software tool that ensures a company is knowledgeable in all required disciplines of a project throughout its full life cycle -- from required regulatory programs to reclamation certificate. This software provides project tracking and reporting, regulatory compliant processes, regulatory flow charts, project auto populating templates, and offers live chat with a regulatory specialist.

## UNIQUE VALUE PROPOSITION

ONITT is designed to keep your entire team informed, on track and compliant – mitigating risk while saving time and money. Reducing the regulatory burden, there are no other systems available with the full scope that ONITT software solution provides – from project autocomplete templates to on demand contact with a regulatory specialist. ONITT is positioned to outperform competitors for the following reasons:

- Value and Solution
- Increasing profitability and reducing time
- Streamline workflow
- Economically scalable
- Project audits
- Reporting
- Automatic notifications
- More efficient and effective
- Quicker data with minimal effort
- Regulatory risk management
- Project agility
- Task accountability linked to timeline

- Knowledge with regulatory process
- Regulatory compliance risk mitigation
- Eliminating unneeded workflow and data entry
- Understanding target dates and milestones

## SECTORS SERVED

Clean Technology, Personal Support Services, Government, First Nations, B2B, energy industry, geothermal, lithium, mining, green energy, sustainable development, crypto mining, etc.

## TARGET ORGANIZATIONS

Government - Minister of Energy/Red Tape Reduction/Sustainable Development/Mining/First Nations

First Nations Community - Chief and Council - Implementation of SaaS with consulting and software implementation to provide Knowledge Sovereignty to then provide Economic Sovereignty to the community.

B2B - Sustainable development, mining, oil and gas, lithium, geothermal, wind, solar, crypto mining, etc.

## OBJECTIVES

Our primary objective is to open new markets and provide a sustainable service to Governments, First Nations, and reg industries allowing for evolution in the digital space, while reducing the human carbon footprint. A secondary objective is to obtain possible joint ventures or investors with existing access to business within the spaces.

**Address:** Calgary, AB

[onitt.ca](http://onitt.ca)





COMPANY NAME

**ORCHID Analytics**

COMPANY REPRESENTATIVE

**Azadeh Mostaghel**

—

**Title:** Founder & CEO

**Phone:** +1 647 928 0049

**Email:** [azadeh.mostaghel@orchidanalyt-ics.ca](mailto:azadeh.mostaghel@orchidanalyt-ics.ca)

## COMPANY DESCRIPTION

We are re-imagining healthcare operations and management by developing evidence-based AI decision tools. We are developing a platform with a series of strategic and operational decision modules for use by healthcare organizations, providing guidance on capacity management, scheduling, patient flow, and resource utilization. These tools can be used individually or in combination to represent healthcare organizations virtually, creating a hospital digital twin, allowing them to make both short-term operational and long-term planning decisions. By applying these models, we are able to deliver value to our clients not only by reducing their costs but also improving the patient experience and outcomes.

## UNIQUE VALUE PROPOSITION

Our solutions are sought after by hospitals looking to manage their flow and wanting a more concrete mathematical certainty before operationalizing their plans, whether that is planning for future patient flow in a new hospital or an existing hospital to better understand their current status and determine the best alternatives to move forward based on their priorities (e.g. testing the outcome of their plans before doing live pilots).

## SECTORS SERVED

Digital health technology

## TARGET ORGANIZATIONS

We would like to network with healthcare organizations who are looking for innovative ideas to tackle their operational challenges. Our plan would be to connect with individuals within these organizations who have decision-making and purchasing power (i.e. CXO, Directors, Senior Management) and understand the value and benefit of investment in analytics systems that are capable of

providing actionable intelligence to circumvent potential adverse outcomes and improve operational efficiency.

## OBJECTIVES

- Sell our products/services to a new customer
- Identify collaborators to address other operational challenges within the healthcare sector
- Meet with government, regulatory and/or industry associations
- Identify strategic partners (technology integrators already in place in healthcare settings)

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**Address:** Toronto, ON

[www.orchidanalytics.ca](http://www.orchidanalytics.ca)





## COMPANY NAME

## Origen Air Systems Ltd.

## COMPANY REPRESENTATIVE

### Susan Rae Blanchet

**Title:** CEO

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**Email:** [susan@origenair.com](mailto:susan@origenair.com)

### COMPANY DESCRIPTION

More than 80% of people breathe indoor air exceeding pollution limits, which over time can cause serious damage to the lungs, liver, kidneys and nervous system as well as death. According to data from the World Health Organization, poor indoor air quality (IAQ) causes the premature death of 5.5 to 7 million people each year.

Origen Air harnesses the restorative power of nature to cleanse indoor air with patent-pending plants genetically enhanced to remove microscopic VOCs (scientifically proven to remove 82-100% more than regular plants) and UV-C light CSA certified to remove 99.9999% of airborne coronavirus in under 8 seconds. Origen Air's user-friendly app provides IAQ data in real-time to users.

### UNIQUE VALUE PROPOSITION

We are the only company with patent pending GM plants and UVC light sterilization that can sterilize viruses in under 4 seconds.

Our main product is the SENTINEL, a living air purifier which utilizes enhanced pothos ivy plants, sensor technology, AI, activated probiotic solution, and antimicrobial UV-C lighting to remove harmful VOCs and toxins from indoor air. Contaminated air will be directed into an initial screening phase process that removes large airborne particles. Following this, the air continues upward through the genetically modified plants' aeroponic chamber, where the ivy will reduce the levels of airborne VOCs pulled into the unit. Air is then drawn into a UVC-filled chamber through a pump system, preventing any nontreated air from leaving the system and ensuring dangerous pathogens are destroyed. Lastly, the system expels the air into a final misting station that coats the newly cleaned air with a probiotic spray.

### SECTORS SERVED

Secondary (finished goods construction/HVAC), Tertiary (retail, hospitality, corporate), Quarternary (government, education, airports, transportation).

### TARGET ORGANIZATIONS

We are targeting three types of companies:

- heating, ventilation and air conditioning (HVAC) companies
- large corporations focused on Corporate Social Responsibility (CSR)
- sustainability-focused companies

### OBJECTIVES

- Partnering with large organizations that could boost income and/or investment
- Partnering with HVAC companies which our products will integrate with, and organizations with similar sustainability/ health goals
- Gaining funds to create partnerships to manufacture and distribute
- Improving indoor air

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**Address:** 3403 Seymour Place, Victoria, BC V8X 1W4

[origenair.com](http://origenair.com)





COMPANY NAME

**Padmashri Naturals  
Inc.**

COMPANY REPRESENTATIVE

**Neelam Toprani**

**Title:** CEO

**Phone:** +1 604 628 2003

**Email:** [neelam@sewanti.com](mailto:neelam@sewanti.com)

## COMPANY DESCRIPTION

Padmashri Naturals Inc. produces science- and research-based Traditional Indian Medicine-based products under the brand name of Sewanti Ayurvedic Series. Sewanti products are manufactured in a GMP facility in Burnaby, B.C., and tested by third-party labs for purity, potency, and quality with Certificates of Analysis at raw material as well as finished product stage. Various scientific research papers and clinical studies are conducted on products including double-blind placebo-controlled studies in a hospital setting in India. The company's flagship product Triphala plus is an effective remedy to correct constipation, support healthy digestion and elimination and improve eyesight. Other key products are Stressnil to promote sleep, Holy Basil plus, a respiratory formula, and Joint Flex anti-inflammatory for joint diseases.

## UNIQUE VALUE PROPOSITION

Padmashri Naturals Inc. is amongst the first to obtain product license approval for Ayurvedic supplements in Canada since 2007. Sewanti products are made with high potency water extracts from certified organic and wildcrafted herbs. All products are free from additives, binders, preservatives, or excipients. All are registered with Natural Health Product numbers with Health Canada and are FDA compliant in the USA.

Sewanti products are manufactured in a GMP facility in Greater Vancouver and tested by third-party labs for purity, potency, and quality with Certificates of Analysis at raw material as well as finished product stage. Padmashri Naturals Inc. is a proud "BuyBC" company.

Sewanti products have received numerous testimonials from medical doctors and other health practitioners in the US and Canada on product effectiveness.

## SECTORS SERVED:

Agricultural Technology, Healthcare, Health & Wellness

## TARGET ORGANIZATIONS

We would like to connect with online supplement companies, Ayurveda product companies, organic markets, and online chain stores selling supplements in Australia and New Zealand.

## OBJECTIVES

We feel that our business experience for the past 15 years can be transferrable to the global market and in turn, we can benefit from the diversification of our products to global markets. We experienced a 30% increase in our direct sales as well as sales to the Amazon platform.

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**Address:** 618 East Kent Ave South, Unit 122 Vancouver, BC  
V5X 0B1

[sewanti.com](http://sewanti.com)





#### COMPANY NAME

**Robinson Global Management**

#### COMPANY REPRESENTATIVE

**Andrea Robinson**

**Title:** President & CEO

**Phone:** +1 416 454 9785

**Email:** [andrea@robinsonglobalmanagement.com](mailto:andrea@robinsonglobalmanagement.com)

#### COMPANY DESCRIPTION

Robinson Global Management Inc. (RGM), a Canadian corporation based in Toronto, was launched in 2018. RGM is a WBE Canada and CAMSC Certified company, which has won the 2019 WBE Canada Rising Star Award, a 2020 WBE Canada Leader Award, a finalist for the CAMSC Small Business of the Year Award, and a finalist for the WBE Canada Top Supplier of the Year Award. RGM is a boutique multidisciplinary firm specializing in public sector procurement consulting, advisory and training services.

Our dedicated team of highly qualified senior consultants are knowledgeable in traditional and alternative models of procurement. Our team has experience delivering procurement services to more than 100 combined ministries, agencies, crown corporations and municipalities, and private companies for more than 20 years. With direct public sector experience, both as former government employees and private sector consultants, we offer significant experience in the government, legal, project management, business, I & IT, construction and engineering fields.

Through innovation, a solution-oriented team mindset and inclusive leadership, we aim to select the most appropriate opportunities for our expertise only. In addition, we strive to support ethical, thoughtful, and value driven procurements globally that are fair, open and transparent.

We aim for excellence and responsiveness for our clients, and we strive to exceed expectations each and every time.

#### UNIQUE VALUE PROPOSITION

Services we deliver include staff augmentation, procurement and sourcing specialist services, procedural fairness services, process development, administration and management, P3 advisory services, bid dispute

reviews, risk reviews, negotiation, contract management, and vendor management services. We support all levels of government, advising on both traditional and alternative methods of procurement and strategic sourcing needs.

#### SECTORS SERVED

Smart cities, Government Procurement Consulting, Social/ Transit Infrastructure

#### TARGET ORGANIZATIONS

Government of Australia and New Zealand

#### OBJECTIVES

To make new contacts in the government procurement or infrastructure sectors, particularly smart cities.

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**Address:** 250 Yonge, Suite 2201, Toronto, ON M5B 2L7  
[robinsonglobalmanagement.com](http://robinsonglobalmanagement.com)



# SINOVEDA



## COMPANY NAME

**SinoVeda Canada Inc.**

## COMPANY REPRESENTATIVE

**Dr. Nuzhat  
Tam-Zaman**

**Title:** Co-Founder & VP Consumer Health

**Phone:** +1 780 264 0818

**Email:** [ntzaman@sinoveda.com](mailto:ntzaman@sinoveda.com)

## COMPANY DESCRIPTION

Sinoveda is an Edmonton-based pharmaceutical company that uses botanical sources to develop and commercialize pharmaceutical grade natural health products (NHP) and prescription drugs. Sinoveda's proprietary "Platform Technology", PPT®, enables us to isolate, quantify and standardize the bioactives in botanicals, enabling us to develop an unlimited variety of unique, patentable products. Unlike conventional approaches for isolating single compounds in developing synthetic pharmaceuticals, our PPT platform offers a novel approach in product development that reduces time and cost to market. It accomplishes this by starting with botanicals with known therapeutic efficacy, identifying the multiple bioactives within the botanical that produce the therapeutic benefit and creating patentable formulations that can be used to produce a continuum of high quality, standardized products. Sinoveda's current product portfolio consists of a combination of prescription drugs for the treatment of various cancers such as; liver, colon, lung, breast and brain and NHPs at various stages of development.

## UNIQUE VALUE PROPOSITION

PPT is built on drug discovery and development principles used in the Pharmaceutical Industry. However, this process is modified to identify multiple actives, instead of a single compound, from a complex mixture. This modification fulfills the unmet need that is desperately required by the natural health product industry. The ability to identify active/relevant ingredients in an herbal formula would allow us to overcome the quality issues as this list of ingredients (recipe as we call it) will be used as the target for quality control. Unlike conventional herbal products, which are standardized to the quantity of high-quality herbs, whose active ingredients are variable, our products are standardized to the dosages of active/relevant

ingredients. This new level of quality will remove the critics of herbal products being substandard and ineffective.

## SECTORS SERVED

Pharmaceutical and Natural Health Product Industries.

## TARGET ORGANIZATIONS

We are looking for companies, strategic partners, and/or distributors in the Pharmaceutical, Nutraceutical or Natural Health Product arena who are willing to either distribute our existing products or co-develop products that they deem worthy for the Australian and New Zealand market using our patented platform technology or PPT. We are also looking for investment/ collaboration for developing any Botanical Medicines that can be taken to USFDA for Botanical Prescription Drug status.

## OBJECTIVES

Our main objectives are to look for strategic partners and collaborators in the same field, and to explore and learn more about the Australian and New Zealand market.

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**Address:** 4294 91A Street NW, Edmonton, AB T6E 5V2

[sinoveda.com](http://sinoveda.com)





COMPANY NAME

**Skills4Good AI**

COMPANY REPRESENTATIVE

**Josephine Victoria Yam**

**Title:** CEO & Co-Founder

**Phone:** +1 647 532 5121

**Email:** [josephine.yam@skills4good.com](mailto:josephine.yam@skills4good.com)

## COMPANY DESCRIPTION

We are a Privacy & AI Audit company. Our SaaS and Service platform enables small & mid-sized companies to outsource Privacy & AI regulatory compliance needs using AI automation and human expertise. Our mission is to help organizations protect data privacy and mitigate algorithmic bias in their AI systems through Privacy & Human Rights by Design. We're driven to create a sustainable, human-centred AI world. A world that embraces equity, diversity & inclusion in AI innovation. A world where AI is a force for good.

Skills4Good is a multi-disciplinary team comprised of lawyers, privacy specialists and information security professionals who have the domain expertise and experience to get the job done with professionalism and integrity. We are passionate about using our skills for good to make a positive difference in the world. We are proud to have some of the world's top employers as our customers, including the Royal Bank of Canada, Shell, Accenture, Equifax, Enbridge and LGM Financial.

## UNIQUE VALUE PROPOSITION

Using Privacy & Human Rights By Design, we help companies minimize privacy & AI risks and maximize tech for good to:

- Increase revenues & avoid legal fines
- Enhance brand & reputation
- Build stakeholder trust
- Protect privacy & other human rights
- Achieve the UN Sustainable Development Goals (SDGs)

Most small & mid-sized companies find compliance with rapidly emerging privacy and AI regulations difficult

because: a) Lack of expertise - their team has limited or no expertise in data privacy & responsible AI; b) lack of time - their team has no capacity to add more compliance requirements to their workload; and c) lack of budget - their team has no budget to hire full-time staff to do the work & keep up with evolving regulation. Thus, they need a seamless outsourcing solution for their compliance needs now.

Why Skills4Good AI:

- Domain experts - our multi-disciplinary team of lawyers, privacy & cybersecurity specialists have the expertise to get the job done.
- Automated process - our SaaS & Service platform streamlines the workflow processes to reduce manual errors & time delays.
- Custom solutions - our personalized approach customizes our solutions to match a company's unique compliance needs.
- Predictable fees - our subscription solutions provide fixed fees with flexible payments to suit a company's cash flow.
- Time & energy savings - our SaaS & Service platform mitigates, monitors & updates a company's compliance requirements throughout the year.

## SECTORS SERVED

Clean technology, Digital health technology, Biotechnology, Smart cities, Advanced manufacturing, AI Governance - All industries that use AI systems with automated decisions making (i.e. marketing & sales, human resource recruiting, loan applications, AI Audit Services).

## TARGET ORGANIZATIONS

1. Australia & NZ - Trade associations in the AI/Tech/Digital sectors - They will provide us with invaluable network intelligence on the business, market and regulatory landscape of the AI sector. They will identify companies from their corporate memberships whom we could speak with to get a localized understanding of the market opportunities.
2. NZ - Human Rights Measurement Initiative (HRMI) - This top think-tank created the world's first dataset of international human rights impacts. We want to discuss collaborative opportunities to create an AI tool using this dataset.

## OBJECTIVES

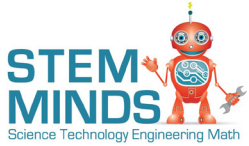
1. To engage in incredible networking opportunities with local business communities in the AI sector
2. To participate in business-to-business meetings with potential partners to explore export opportunities
3. To gather market intelligence on exciting untapped “blue ocean” opportunities in AI sector

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**Address:** 2500, 120 Adelaide St. West, Toronto, ON M5H 1T1

[www.skills4good.com](http://www.skills4good.com)





COMPANY NAME

**STEM Minds Corp**

COMPANY REPRESENTATIVE

**Anu Bidani**

—

**Title:** CEO and Founder

**Phone:** +1 416 402 3643

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## COMPANY DESCRIPTION

At STEM Minds, we're on a mission to create the next generation of STEM leaders globally so we can build a world where every child has the opportunity to be STEM literate. A recent report by the World Economic Forum stated jobs of the future will rely heavily on a good grasp of STEM subjects meaning: Science, Technology, Engineering and Math. And so how we teach and what we teach matters.

To solve this challenge, STEM Minds provides parents, schools and educators with cutting edge STEM content and learning experiences for children ages 4-18 in a fun and interactive way. Our advanced STEM curriculum includes an evolving range of dynamic virtual classes and on-demand courses designed and delivered by certified teachers and STEM professionals. With programs in robotics, coding, film, photography, video game design, app development, AI, and more, there is truly something for every child.

## UNIQUE VALUE PROPOSITION

STEM Minds education helps to break down barriers, empowering the next generation of future-ready kids with confidence to be global leaders. We provide parents, schools and educators with cutting edge STEM content and learning experiences for children ages 4-18 in a fun and interactive way. Our advanced STEM curriculum includes an evolving range of dynamic virtual classes and on-demand courses designed and delivered by certified teachers and STEM professionals.

We test drive all our content in our flagship centre to ensure that we perfect our modules to enhance student engagement both in-person and online. With programs in

robotics, coding, film, photography, video game design, app development, AI, and more, there is truly something for every child.

## SECTORS SERVED

Education

## TARGET ORGANIZATIONS

We are looking to connect with local distributors of STEM Online content; School districts and community partners who will benefit from STEM courses for their students.

## OBJECTIVES

To learn more about the market and connect to local partners.

---

**Address:** 212 Earl Stewart Dr. Unit# 3, Aurora, ON L4G 6V7

[www.stemminds.com](http://www.stemminds.com)





COMPANY NAME

**Troon Technologies**

COMPANY REPRESENTATIVE

**Kerry Fraser**

—

**Title:** President

**Phone:** +1 613 770 4546

**Email:** [kerry@troontechnologies.com](mailto:kerry@troontechnologies.com)

## COMPANY DESCRIPTION

Troon Technologies is a custom software solutions provider that works with Indigenous technology communities, educational institutions, agencies, entrepreneurs, and innovators everywhere. We have one singular focus – bringing ideas to life through technology. We provide experienced, North American-based consultation, client service and project management, a skilled team of more than 60 developers with overseas rates and an emerging technologies academy. We have experienced innovators and management plus outsourced development. Our platform and language agnostic approach means we are able to recommend the best solution for each of our unique clients' needs.

## UNIQUE VALUE PROPOSITION

We provide experienced, North American-based consultation, client service and project management, a skilled team of more than 60 developers with overseas rates and an emerging technologies academy.

## SECTORS SERVED

Custom Software Development, Healthcare

## TARGET ORGANIZATIONS

VC firms, Incubators, Start ups, Healthcare, software engineer talent pool.

## OBJECTIVES

To create connections in a previously untapped market for Troon. To discover similarities and differences in what their custom software development needs/capabilities are.

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**Address:** 858 Keenan Dr., Kingston, ON K7P 2R6

[troontechnologies.com](http://troontechnologies.com)





## COMPANY NAME

**WeUsThem Inc.**

## COMPANY REPRESENTATIVE

**Faten Alshazly**

**Title:** Principal & Chief Creative Officer

**Phone:** +1 902 407 8150

**Email:** [hello@weusthem.com](mailto:hello@weusthem.com)

## COMPANY DESCRIPTION

WeUsThem is a full service ad agency that has over 2 decades of health execution deliveries that have reached 142 countries to over 7.2M users organically each month. Additionally, our work has been hailed as a Top 20 innovator by the WHO and the World Bank, along with being recognized by the Governor General of Canada to name a few. WeUsThem has delivered healthcare solutions for clients such as Cambridge University, IWK Health Centre, Simcoe Muskoka District Health, Nova Scotia Health Authority, McMaster University, Dalhousie University, University of Waterloo, Community Behavioural Health, Facebook, Medavie Blue Cross, among others in healthcare alone.

## UNIQUE VALUE PROPOSITION

Our unique value proposition is that both our principals are former healthcare administrators and have unique knowledge on how to deliver on healthcare solutions for our clients globally. This IP has been developed with the assistance of the evidence based tools of The Honourable Dr. Stan Kutcher, a dear friend and current Senator in the Government of Canada. As we are intimately knowledgeable about healthcare, we are also uniquely attuned to the needs of the organization, the clinical care providers, the decision support mechanisms and the workflow that exists that we need to support, without hampering the delivery of care. This, along with having an award winning team that has been recognized numerous times globally for its deliveries in healthcare, is the unique value proposition that sets us apart. Delivery of this application to the US has also been approved through a similar process as that used in Canada.

## SECTORS SERVED

Digital Healthcare, Health & Wellness, Healthcare, Education

## TARGET ORGANIZATIONS

We are looking for healthcare institutions that can take on our product for use within their own institutions. This would include primary, secondary, tertiary or quaternary care hospitals that exist in New Zealand or Australia.

## OBJECTIVES

We hope to make connections with key decision makers at these organizations through which we can then have further discussions about the possibility of selling our solution to them for the betterment of Australians and New Zealanders, especially the most vulnerable, youth and adolescents.

---

**Address:** 1791 Barrington St. Suite 402, Halifax, NS B3J 3K9,

[weusthem.com](http://weusthem.com)



# Project Team

## MISSION CHAIRS

### **Lisa de Wilde**

Chair of Mission

### **Janice Fukakusa**

Vice-Chair of Mission

## PROJECT DIRECTOR

### **Christine Nakamura**

Vice-President, Toronto Office

## PROJECT MANAGER

### **Dr. A.W. Lee**

Senior Program Manager

## MISSION TEAM

### **Jordan Dupuis**

Program Manager

### **Chloe Fenemore**

Graphic Designer

### **Sian Jones**

Program Manager

### **Nanako Kaneto**

Administrative Assistant

### **Mandy Ng**

Events Manager

### **Nadine Oliver**

Project Specialist

## **Camille Point**

Communications & Social  
Media Specialist

## **Michael Roberts**

Director of Communications

## **Nathan Stewart**

GIS Researcher





# About the Asia Pacific Foundation of Canada

## **BUSINESS ASIA** ›

Trade and Investment

## **PERSPECTIVES ASIA** ›

Surveys and Polling

## **STRATEGIC ASIA** ›

Regional Security

## **DIGITAL ASIA** ›

Digital Technologies

## **ENGAGING ASIA** ›

Domestic Networks

## **SUSTAINABLE ASIA** ›

Sustainable Development

## **EDUCATION** ›

Asia Competency

The Asia Pacific Foundation of Canada (APF Canada) is a not-for-profit organization focused on Canada's relations with Asia. Our mission is to be Canada's catalyst for engagement with Asia and Asia's bridge to Canada.

APF Canada is dedicated to strengthening ties between Canada and Asia with a focus on seven thematic areas.

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

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





ASIA PACIFIC  
FOUNDATION  
OF CANADA

FONDATION  
ASIE PACIFIQUE  
DU CANADA

