第一屆加拿大女性企業家 對台商務代表團大會



FIRST CANADIAN WOMEN-ONLY VIRTUAL BUSINESS MISSION TO TAIWAN

La première mission commerciale virtuelle exclusivement féminine du Canada à Taïwan



ASIA PACIFIC FONDATION FOUNDATION ASIE PACIFIQUE OF CANADA DU CANADA PROUDLY SUPPORTED BY





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MESSAGES



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

Minister of Small Business, Export Promotion and International Trade

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

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

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

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



MESSAGE FROM

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

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



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

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

Taiwan, an important trading partner for Canada in Asia, presents an abundance of business opportunities and is an excellent gateway to other burgeoning markets in Asia. The mission, which aims to connect women not only in business but in academia and the public sector, convenes panel discussions on gender diversity in business and ways to work together toward post-pandemic economic recovery, while connecting Canadian women entrepreneurs with potential Taiwanese partners through business to business (B2B) matching and pitch sessions. We would like to take this opportunity to recognize the tremendous efforts of the Asia Pacific Foundation of Canada, led by Christine Nakamura, Vice-President of the Toronto Office, for organizing what promises to be an exciting and fruitful mission. In closing, we would like to express our sincere thanks to the Government of Canada as well as the mission partners and supporters in both Canada and Taiwan for investing in this worthy and progressive initiative.



MESSAGE FROM THE HON. PIERRE PETTIGREW Chair of the Board, Asia Pacific Foundation of Canada

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

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

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



MESSAGE FROM STEWART BECK

President and CEO, Asia Pacific Foundation of Canada

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

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

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



MESSAGE FROM

WINSTON WEN-YI CHEN

Representative, Taipei Economic and Cultural Office in Canada

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

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

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

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

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

The inaugural Canadian Women-only Virtual Business Mission to Taiwan serves as an opportunity for us to engage with and learn from a distinguished group of women who are leaders in business, government, academia, and more. This will not only be an important opportunity to expand our people-to-people linkages and strengthen our economic cooperation, but will also serve to highlight some of the many women in our societies who stand at the top of their respective fields.

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

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

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

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



MESSAGE FROM

JORDAN REEVES

Executive Director Canadian Trade Office in Taipei

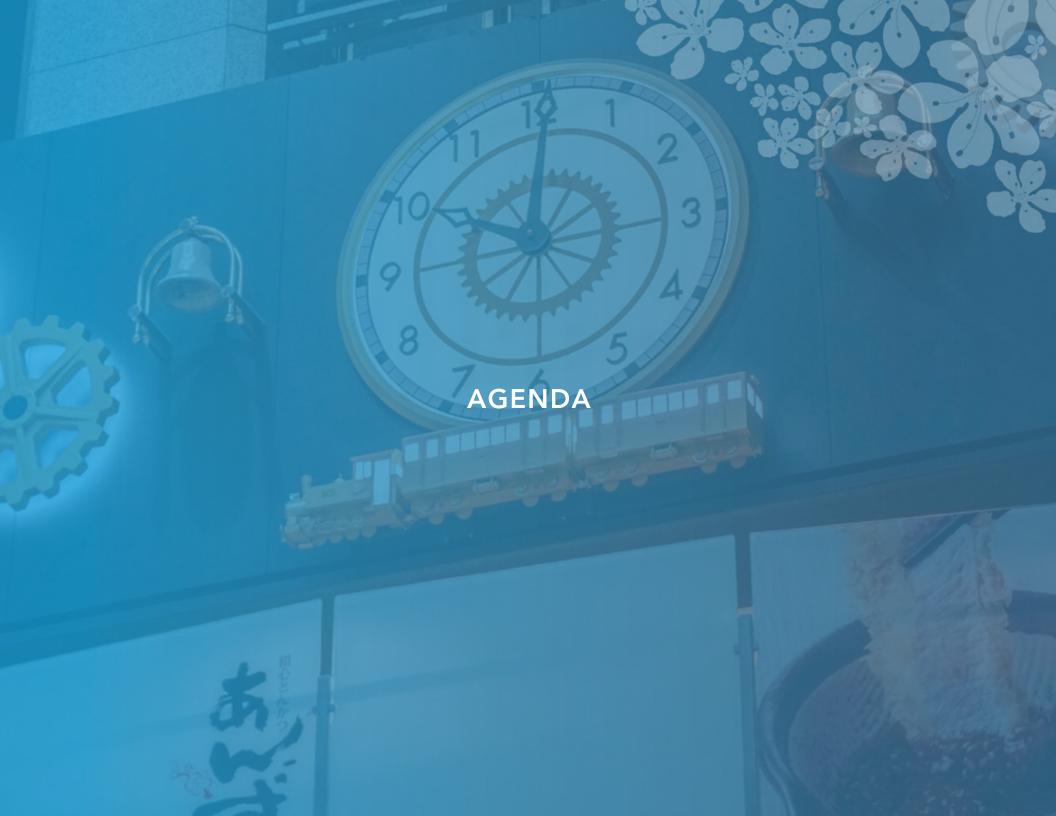
On behalf of the Canadian Trade Office in Taipei (CTOT), I am pleased to welcome the First Canadian Women-only Virtual Business Mission to Taiwan.

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

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

Taiwan was the first jurisdiction in Asia to legalize same-sex marriage in 2019, and CTOT regularly collaborates with Taiwanese partners to promote gender equality, LGBTIQ2 rights and diversity. In short, Canadian participants to this mission will find plenty of progressive and entrepreneurial business partners in Taiwan. Through the Women Entrepreneurship Strategy, the Government of Canada is helping women grow their business through increased access to financing, talent, networks and mentorship. This strategy aims to double the number of Canadian women-owned and -led businesses by 2025. The Asia Pacific Foundation has also been a leading voice in recent years on gender equality and women's empowerment, hence its leadership of this mission.

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



SHOWCASING INNOVATIONS BY CANADIAN WOMEN ENTREPRENEURS

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

5-minute health break

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

DAY TWO AGENDA

WOMEN'S ECONOMIC EMPOWERMENT IN BILATERAL PERSPECTIVE

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

15-minute health break

21:15	10:15	Introduction of Minister Tang	Representative Winston Wen-yi CHEN	Representative, Taipei Economic and Cultural Office in Canada
21:20	10:20	Taiwan's Digital Transformation: Dovetailing Innovation and Inclusion to Contain the Pandemic	Minister Audrey TANG	Digital Minister, Taiwan
21:35 10:35	10.25	A Fireside Chat on Economic and Social Resiliency Supported by	Minister Audrey TANG	Digital Minister, Taiwan
	Digital Innovation in Canada and Taiwan with Q&A	Janice FUKAKUSA	Mission Vice Chair & Chancellor, Ryerson University	
22:10 – 22:15	11:10 – 11:15	Closing Remarks	Christine NAKAMURA	Vice President, APF Canada

SPEAKERS

BIOGRAPHIES



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

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

From promoting Canada to the world as a great place to do business, to helping our entrepreneurs and

businesses grow and access new markets – Minister Ng is focused on helping Canadians succeed.

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

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

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



AUDREY TANG

Digital Minister, Taiwan

Audrey Tang is Taiwan's digital minister in charge of Social Innovation. She is known for revitalizing the computer languages Perl and Haskell, as well as

building the online spreadsheet system EtherCalc in collaboration with Dan Bricklin.

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



SANDRA PUPATELLO

Chair of Mission President, Canadian International Avenues Member of the Board of Directors, Asia Pacific Foundation of Canada

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

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

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

JANICE FUKAKUSA

Vice-Chair of Mission Chancellor, Ryerson University

Janice Fukakusa is Chancellor at Ryerson University, a corporate director, and former Chief Administrative

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

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

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



LAURA BUHLER

Executive Director, C100

Laura Buhler is the Executive Director of C100, a private, San-Francisco-based nonprofit association of Canadians in technology driven by a mission to

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

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

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

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

SHERRY HSIA

Founder & CEO, Baiyan Global Consulting

Sherry Hsia was born in Taiwan and immigrated to Australia at the age of 13. After graduating from Columbia University in the United States and working

for more than ten years, he returned to Taiwan to settle. I have experienced the impact of Eastern and Western cultures since I was a child, which has triggered my own motivation to understand different cultures and laid the foundation for my future mission to assist talents to adapt to the international environment and cultivate intercultural competency.

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



CHRISTINE NAKAMURA

Vice President, Toronto Office, Asia Pacific Foundation of Canada

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

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

THE HON. PIERRE PETTIGREW

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

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

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

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



JORDAN REEVES

Executive Director, Canadian Trade Office in Taipei

Mr. Jordan Reeves (BA Honours [Economics], University of British Columbia, 1989; MJ, Carleton University, 1992) joined Canada's Department of

External Affairs and International Trade Canada in 1994. Mr. Reeves worked on both trade and public affairs files at Canada's Embassy in the Netherlands (1996 to 1999) before accepting a position in the Department's China division. Subsequently, he served as Deputy Director at the Canadian Trade Office in Taipei (2002 to 2006), Agriculture Counsellor at the Embassy in Beijing (2006 to 2008) and Senior Trade Commissioner at the Consulate General in Shanghai (2009 to 2011).

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



VICKI SAUNDERS

Founder, SheEO

Vicki Saunders is an entrepreneur, award-winning mentor, advisor to the next generation of change makers, and a leading advocate for entrepreneurship

as a way of creating positive transformation in the world. Vicki is the Founder of SheEO and #radical generosity, a global initiative to radically transform how we support finance and celebrate female entrepreneurs.

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



DR. ALLISON SEKULER

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

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

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

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



DR. YOON SONGYEE

President, NCSOFT & Chief Executive Officer, NCWEST

Dr. Yoon Songyee is CEO of NCWEST, and is responsible for managing the organization and planning the company's globalization strategy. She

also provides her visionary leadership as Chief Strategy Officer and President of NCSOFT, a global leading video game publisher with more than 4,000 employees.

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

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

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

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

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



ROSE TSOU Head of Verizon Media International

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

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

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

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



YUKAKO UCHINAGA

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

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

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



NICOLE VERKINDT *Founder & CEO, OMX*

Nicole Verkindt is the Founder & CEO of Canadian technology company, OMX (theomx.com). OMX is a global procurement marketplace specialized in driving

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



REP. WINSTON WEN-YI CHEN

Representative, Taipei Economic and Cultural Office in Canada

Winston Wen-yi Chen assumed his duties as head of the Taipei Economic and Cultural Office (TECO) in

Ottawa in June 2018, becoming the tenth Representative in Canada since the Office was established in 1992. Previously, he served in Ottawa (1992-1996) when the office was first established and in Toronto as Director-General of TECO from 2011 to 2013.

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

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



SARA WILSHAW

Assistant Deputy Minister & Chief Trade Commissioner, Global Affairs Canada

A senior government executive of 26 years, Sara Wilshaw is Canada's Chief Trade Commissioner

and Assistant Deputy Minister at Global Affairs Canada (GAC). She leads a global team helping Canadian businesses find new customers, troubleshoot market access, sell their products, and grow their business. Sara also leads work across global trade support services including export finance, foreign investment and responsible business conduct.

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

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

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



DR. GRACE YEH

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

Dr. Grace Yeh founded PharmaEngine, Inc. (TWO: 4162) in 2003, one of the most eye-catching success

stories emerging from Taiwan's maturing biopharmaceutical sector. PharmaEngine is the first Taiwan-based company to receive US FDA approval for a locally-developed oncology product, Onivyde®, as the standard of care for the treatment of metastatic pancreatic cancer and approved in major markets. Prior to returning to Taiwan, she served in senior positions at Millennium Pharmaceuticals, LeukoSite, CytoMed, and T Cell Sciences, all based in Cambridge, MA, USA.

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

COMPANY PROFILES

COMPANY NAME AISLE (LUNAPADS INTERNATIONAL PRODUCTS INC.)

COMPANY REPRESENTATIVE MADELEINE SHAW



Title: Co-founder & Director of Partnerships and Impact Mobile: 604 681 9953 Email: sales@periodaisle.com

COMPANY DESCRIPTION

Aisle is a company dedicated to the transformation of periods through the introduction of smart, sustainable reusables that outperform disposables. With decades of experience under our belts, we've focused on creating performance products for your period that increase the comfort of the user while decreasing our footprint on our planet. Our products are designed with equity in mind and embrace all bodies to create more positive periods. Our commitment to sustainability goes beyond simply encouraging the avoidance of disposables to encompass a holistic approach that touches everything we do. We are proud to manufacture many of our products in Canada and bring our expertise to many issues surrounding reproductive health and justice.

UNIQUE VALUE PROPOSITION

Aisle was based on an idea to revisit the whole period aisle - a place known for wrapping the menstrual taboo in ultra-feminine symbols whilst creating mountains of plastic waste. There is increased interest in approaching menstruation in a new way, with many new market entrants. Aisle's secret sauce is rooted in our decades of experience and our user-focused approach, one that reaches out to underserved segments of the population with inclusive sizing and styles. To build a company in our segment, you need trust and expertise, and we have it in spades. We combine technical excellence with true understanding of our customers as well as an unparalleled commitment to sustainability. **SECTORS SERVED:** Private sector

TARGET ORGANIZATIONS:

We hope to connect with organizations that can help us serve our products to the Taiwanese market, including distributors and retailers. Ideally, they would share our values and also a sincere interest in sustainability or women's health. A secondary concern is meeting with potential partners for joint ventures or investment.

OBJECTIVES:

Our goal is to leave the trade mission with a solid deal to export our products to Taiwan. If that is not possible, we would like to be very busy following the trade mission following up on leads to work towards operationalizing that goal.

Address: 1388 Frances St, Vancouver, BC V5L 1Y9 www.periodaisle.com



COMPANY NAME THE ALINKER INVENTIONS

COMPANY REPRESENTATIVE BE (BARBARA) ALINK

Title: CEO & Founder Mobile: 778 228 9618 Email: barbara@thealinker.com





COMPANY DESCRIPTION

Our mission is to create revolutionary ways for people who want to live an active life, despite existing or developing mobility challenges. Our goal is to make it as easy and fun as possible for people to stay physically active, socially connected, and emotionally engaged in the community. The Alinker is a revolution in walk assists. It is a three wheeled self-propelled walking bike, designed for the user experience. The Alinker is a non-motorized walking-bike without pedals. The Alinker is for people who want to maintain an active life regardless of mobility challenges. The Alinker is challenging assumptions about people with disabilities and is building an inclusive community.

UNIQUE VALUE PROPOSITION

We built our company to create ACCESS to mobility, community and healthy food. We have a sickcare system that fails people. The food industry sells unhealthy food that makes people sick, the pharma industry feeds into that and primarily medicates people. We don't want to fix this system because we recognize it is not designed for our wellness. We build ACCESS through making the Alinker accessible with 0% rent to own and a unique integrated crowdfunding platform, building a community around Alinking, an Alinker Academy, and the Alinker family farm where we grow food and community. **SECTORS SERVED:** People with mobility challenges

TARGET ORGANIZATIONS: Bicycle manufacturers, parts and seat manufacturers

OBJECTIVES:

To increase my reach there, diversify the contacts. Now I have one contact person through whom everything is "filtered." I would like to get a better insight, from more perspectives, on the bicycle manufacturing capacity, forecasts and expansion.

Address: 205 – 2055 Commercial Dr, Vancouver, BC, V5N 0C7 www.thealinker.com



COMPANY NAME AMORCHEM THÉRAPEUTIQUE INC.

COMPANY REPRESENTATIVE DR. ELIZABETH DOUVILLE

Title: Co-founder & Managing Partner Mobile: 514-849-6358 Email: elizabeth@amorchem.com

COMPANY DESCRIPTION

Located in Montreal, Québec, AmorChem (www.amorchem.com) is a leading early-stage venture capital fund focused on creating the next generation of biotech companies from academic research. The AmorChem fund model combines access to financial resources with a virtual incubator structure that enables the rapid development and commercialization of academic research through licensing and company creation. Launched in 2011, the AmorChem I Fund (41.25M\$) has built a portfolio of 24 university technologies, successfully transacted three pharma exits and spun-out six biotech companies. The attractiveness of this seed fund model and the role it plays in the investment ecosystem in Quebec were highlighted in September 2017 with the launch of the AmorChem II Fund, which now totals 45.7M\$.

AMORCHEM

UNIQUE VALUE PROPOSITION

The AmorChem model uniquely combines access to financial resources with a virtual incubator structure that enables the rapid development and commercialization of life science technologies through company creation. We capitalize on both our venture capital expertise and entrepreneurial experience to spark the creation of startup companies and help shape them into the next generation of biotech companies.

We utilize our deep understanding of fundamental science to uncover its therapeutic potential and focus our core expertise in translational research to accelerate therapeutic drug discovery and development across a broad spectrum of disease areas. We do not have a local agent to help us commercialize our assets but rather rely on industry conferences to meet with regional partners in Asia.

SECTORS SERVED: Life Sciences, Biotechnologies

TARGET ORGANIZATIONS:

We would like to connect with pharma companies and/or venture groups in Taiwan interested in helping us develop therapeutic drugs.

OBJECTIVES:

As a regional promoter of academic innovation, we would like to become the preferred regional partner for Asian companies when they are looking for early stage, translational research assets.

Address: 160-4, Westmount Square, Westmount, QC H3S 1P6 <u>amorchem.com</u>



COMPANY NAME DERME&CO

COMPANY REPRESENTATIVE MANON PILON

Title: President Mobile: 514 333 8282 Email: manon@derme.ca





COMPANY DESCRIPTION

We are a manufacturer and distributor of skincare products and biologically innovative personal care products. We specialise in biologically certified, effective products for use by the spa industry, medical spas, and a range of products for retail sale. We are a unique and innovative company in the global market, offering products which cover all personal care needs, such as those for the face, babies, body, deodorants, tooth paste and insecticide. Our products serve the needs of spas, medical spas, physicians, and other professionals in the skincare field. We are dedicated to offering the highest quality products, which are both effective and respect the environment with biodegradable products.

UNIQUE VALUE PROPOSITION

Derme&Co is a unique autonomous company within the North American market because we are a one-stop-shop for spas, medical spas, physicians and other skincare professionals. In support of our focus on quality, we test in connection with 3 universities, including McGill. We are focused on creating products of the highest quality for skincare professionals and consumers, while respecting the environment and the safety of our clients.

SECTORS SERVED:

Cosmetology—manufacture and distribution

TARGET ORGANIZATIONS:

We are looking for a distributor serving spas and medico-aesthetic centres.

OBJECTIVES:

We hope to develop relationships and find a local distributor.

Address: 4930 chemin Bois Franc, Saint-Laurent, QC H4S 1A7 www.dermeco.com



COMPANY NAME DIVA INTERNATIONAL INC.

COMPANY REPRESENTATIVE CARINNE CHAMBERS-SAINI

Title: Co-Founder Tel: 1 866 444 3482 ext. 203 Email: carinne@divacup.com



COMPANY DESCRIPTION

Diva International Inc. (Diva) is the only ISO 13485:2016-certified menstrual cup manufacturer and head office in the world. Based in Kitchener, Ontario, our every process, from manufacturing to packaging to distribution and sales, contributes to our company's commitment to providing sustainable period care options to women worldwide, making us a leader in the sustainable feminine hygiene category. Our products – DivaCup and DivaWash – are certified, registered, and manufactured with women's health and comfort in mind. Additionally, our ISO certification and compliance to US FDA, Health Canada,

and Australian TGA health regulations guarantees that the awardwinning DivaCup is made with healthcare grade non-absorbent silicone material that is approved for healthcare applications. Our products are currently sold in over 38 countries Our company is committed to giving back to our community and those in need. Each year, we supply many community women's shelters with DivaCups.

UNIQUE VALUE PROPOSITION:

DivaCup is a reusable, bell-shaped menstrual cup that is worn internally and sits low in the vaginal canal, collecting rather than absorbing your menstrual flow. Perfect for all activities (air, land or sea), its easy care and use make for a better period experience. Wear DivaCup for up to 12 hours without leaks or worry. On average, those who menstruate use and dispose of 240 pads or tampons annually. When using DivaCup, they would just use one DivaCup for multiple years. In addition, DivaCup users cut money spent on pads or tampons, saving an average of \$100-\$150 annually compared with pad/tampon users.

SECTORS SERVED: Consumer Goods / Life Science

TARGET ORGANIZATIONS:

We hope to be connected with potential distributors/retailers.

OBJECTIVES:

Diva hope to speak with Key participants in Taiwan about the menstrual cup concept, benefits and things we are doing globally for menstrual poverty, in addition, we are interested in meeting with potential distributors/retailers to discuss the potential opportunity for DivaCup in Taiwan.

Address: 222 McIntyre Dr, Kitchener, ON N2R 1E8 www.divacup.com



COMPANY NAME EAST TO WEST MARKETING

COMPANY REPRESENTATIVE ANNA VAGRAMOVA

Title: Director & Owner Tel: 778 228 9618 Email: avagramova@east-to-west.net





COMPANY DESCRIPTION

E2W provides international market research for agencies, companies and exporters planning to sell in international markets worldwide. E2W provides a full suite of market research solutions from data collection, to strategic consulting. We offer: Concept Testing, Advertising Efficiency, Usage and Attitudes, Reputation, Pricing, Brand Health, Satisfaction, Shopper Behaviour to Customer Experience Management. We offer a full range of product and service solutions from large scale global surveys, to local market qualitative and quantitative custom studies.

UNIQUE VALUE PROPOSITION

East To West offers various market research solutions in Canada and Eastern European countries.

- Market research services in Canada and Eastern Europe
- New product market access and assessment, Market Understanding and Landscape, Product Positioning
- Determine the feasibility of new business opportunities, monitor your competition, test products or services in Canada, conduct consumer market surveys

SECTORS SERVED:

Pharmaceutical, consumer goods, cosmetics, wellness, healthcare, nutrition

TARGET ORGANIZATIONS:

Companies wanting to enter the Canadian market and interested in conducting market research for their products in Canada

OBJECTIVES:

I would like to join the network and meet potential clients from Taiwan or Canada. Understanding clients' needs and objectives is my key goal. I would like to learn more about opportunities for working with clients from Taiwan.

Address: 580, 101-1001 West Broadway, Vancouver, BC V6H 4E4 www.east-to-west.net



COMPANY NAME HEARTBEAT AI TECHNOLOGIES INC.

COMPANY REPRESENTATIVE

Title: Founder & CEO Tel: 1 888 978 8276 Email: lana@heartbeatai.com



COMPANY DESCRIPTION

Heartbeat AI produces an emotion text-analytics platform that empowers organizations with the ability to extract actionable insights from their text data to help improve their data-driven decision making and, ultimately, the Human Experience (HX) of their users.

We are pioneers leading the evolution of emotional artificial intelligence. Heartbeat AI offers the ability to unearth human emotions embedded in language. Through machine learning tools, we do it with unprecedented granularity. These insights can be applied to an array of business problems, specifically analyzing patient experience. In 2021, Heartbeat AI is starting a land and ocean restoration project in Central America as a humanitarian initiative. We plan to build a regenerative eco-village for families displaced by hurricanes and a recycling plastics plant on the Pacific coast of Nicaragua.

UNIQUE VALUE PROPOSITION

Humans are influenced by emotions. Emotions impact choice. This is a human truth. These truths can be turned into pathways to meaningful experiences. In this way, you can better your organization's emotional footprint. Heartbeat AI analyzes unstructured text data from sources such as customer, employee, and patient feedback; consumer survey comments; call center and chat bot transcripts, and online product reviews. We organize these inputs into relevant emotion categories derived from thousands of words and phrases. These emotion groups reveal insights into the "deep why" behind human behaviour, and are accessible through a user-friendly dashboard within minutes.

SECTORS SERVED: Healthcare, Telecom, HR, Marketing

TARGET ORGANIZATIONS:

I am targeting manufacturers of Plastic Recycling & Material Processing Machinery.

OBJECTIVES:

I hope to find an opportunity to sponsor and build a smallscale plant on the Pacific Coast of Nicaragua. This is one of the humanitarian initiatives Heartbeat AI is leading.

Address: 581-2967 Dundas St. W., Toronto, ON M6P 1Z2 www.heartbeatai.com



COMPANY NAME HELGA WEAR INC.

COMPANY REPRESENTATIVE JODI LYN HUETTNER

Title: CEO & Founder Tel: 778 918 3800 Email: jodihuettner@gmail.com

COMPANY DESCRIPTION

Helga Wear was established to solve women's on-the-job pain points related to safety workwear in Canada and eventually beyond. For tradeswomen, women in active STEM or those that employ these groups looking to improve their inclusive workplace practices, Helga Wear offers the products, support and resources needed for success. Located in Vancouver, British Columbia our gender-inclusive workwear company provides valuable opportunities for prioritizing women's health and efficiency on the job while also contributing to an improved ROI for businesses.

UNIQUE VALUE PROPOSITION

Born from founder Jodi Huettner's first-hand experience with the frustration, health issues and lost productivity on engineering worksites due to inadequate workwear, Helga Wear provides industrial safety coveralls and bib overalls that fit women properly and that allow for hygiene breaks without completely undressing (encouraging positive hydration and toileting behaviours). Helga Wear goes against the competitions' 'pink it' or 'shrink it' mentality towards providing safety wear for women in active industrial roles by designing and field testing products for women's distinct body proportions and active needs on the job.



SECTORS SERVED

Trades Industries (shipyards, construction trades, forestry) and active STEM fields (field biologist/engineer/geologist)

TARGET ORGANIZATIONS

I am primarily searching for (individual or corporate) connections to manufacturing operations currently making flame resistant safety coveralls, preferably for Canadian and US markets. I am also looking to make connections with individuals who might help solve or navigate financial barriers to working with Taiwan for manufacturing my essential safety work gear for tradeswomen and women in active STEM roles.

OBJECTIVES

My objectives are to explore whether manufacturing in Taiwan is an option for Helga Wear. If it is, my goal is to secure reliable, high-quality suppliers at a cost that will enable my small business to succeed through COVID-19.

Address: 1-1054 East 11th Avenue, Vancouver, BC V5T 2G2 www.HelgaWear.com



COMPANY NAME NORTH HYDRATION LTD. (NORTH WATER)

NORTH

WATER

COMPANY REPRESENTATIVE SAAWAN LOGAN

Title: CEO Mobile: 403-466-7498 Email: saawan@drinknorthwater.com

COMPANY DESCRIPTION

North Water is a Canadian bottled water company based in Alberta that sells high alkaline Rocky Mountain spring water. North Water is a women-owned and -operated company out of Calgary. North Water has an impressive pH range of 8.2, and is loaded with minerals such as calcium, potassium, magnesium and zinc, bottled in a BPA free, strong, sleek, light, re-sealable and recycled aluminium bottle. The goal of the company is to build a strong brand of Canadian water that can complete at international levels. North Water is Canada's finest premium alkaline water, sourced from the untouched extensive mountain glaciers of the Canadian Rockies that date back over one billion years.

UNIQUE VALUE PROPOSITION

North Water is a sustainable brand of bottled water. It is Canada's purest and most revitalizing glacial water, from a secluded Rocky Mountain spring. North Water is free of additives, naturally high in alkaline and healthful minerals, and bottled in 100% infinitely recycled aluminium bottles that are BPA and plastic free. North Water is confident of capturing the market share of a conscious consumer who is health-aware and mindful of their environmental footprint. With a tidy collection of investors and partners down pat, we are well on our way to a remarkably clean and environmentally friendly future. Our goal in the next twelve months is to stay actively connected with the communities of Canada to forge a sustainable North Water brand. The company

is expanding with plans to expand across Canada and Asia, and will open additional jobs to benefit the local community and the economy.

SECTORS SERVED: Hotels, grocery and convenience stores, restaurants

TARGET ORGANIZATIONS:

Large convenience stores, distributors of premium beverage products, owners of bottled water companies. We are targeting beverage distributors and hotels that would be interested in purchasing our product.

OBJECTIVES:

We are hoping to find trade partners for local distribution, investment or joint venture, and to get additional information to get us export ready.

Address: 128-4925 Barlow Tr NE, Calgary, AB, T2E 3J2 drinknorthwater.com



COMPANY NAME NUCLIQ BIOLOGICS INC.

COMPANY REPRESENTATIVE DR. NIKITHA KENDYALA

Title: Co-Founder & CEO Mobile: 709 693 9156 Email: nikitha@nucliqbio.ca



COMPANY DESCRIPTION

Nucliq Biologics Inc. (NBI) is a biotech start-up company leveraging its knowledge of molecular and functional interactions between microbiome and human body to understand and develop gut microbiome-based analysis kits and therapeutics.

The primary objective of NBI is to improve current therapeutics by diagnosing and targeting/reprogramming the gut microbiome that could potentially treat gastrointestinal disorders in a personalized manner. Currently, we are developing the 'Gut-Check^{™'} analysis kit, which will provide gut health checkups with specific bacterial types from the individual's gut microbiome and provide a comprehensive test report. Based on this information, we can determine the gut microbial richness (GMR) which helps in determining the precise composition and temporal patterns of gut microbiota. Finally, those found to have unhealthy GMR, would be provided with personalized recommendations on gut health, sustainable food, and lifestyle to improve overall health.

UNIQUE VALUE PROPOSITION

We provide a unique "Gut Microbial Richness (GMR)" report, including a unique clinical report that can be easily understood by the customer to distinguish between a healthy and unhealthy gut. Our GMR report also provides detailed information about the gut conditions related to specific infections. In addition, we provide insights about possible infections or diseases that could be acquired in the future based on the microbial diversity found in the report. This could help the customer/healthcare provider in the early diagnosis of infection and provide guidance for precautionary changes. We provide one-on-one counselling to understand the report, an easy-to-use sample collection kit, and personalized probiotics data.

SECTORS SERVED: Health Sector

TARGET ORGANIZATIONS:

Organizations providing measures for preventive healthcare, fitness centers, diagnostic centres, health care systems, probiotic manufacturers

OBJECTIVES:

Our main aims are to build our network in the relevant areas to promote our product or services, and to seek opportunities and avenues that are available in Asia Pacific region to grow our company and collaborate.

Address: 0100 - 100 Signal Hill Rd., St. Johns, NL A1A 1B3 www.nucligbio.ca



COMPANY NAME NUTRAEX FOOD INC.

COMPANY REPRESENTATIVE

Title: CEO Tel: 888 978 8249 Email: lily.zou@nutraex.com





COMPANY DESCRIPTION

NutraEx is a sweetener house, providing the best-tasting sugar substitutes to food, beverage, nutraceutical and pharmaceutical manufacturers. Our sweeteners are made with plant-based ingredients, such as stevia and monk fruit. With our patented encapsulation technology, our sweeteners taste clean and bright like cane sugar. They look like sugar, taste like sugar and can be used like sugar. Zero calorie and Zero Compromise.

We have been operating an import/export business into the US and have accumulated practical knowledge and experience particularly during this pandemic for international trading. The company President is fluent in Mandarin and has in-depth knowledge of the food ingredient supply industry.

The company has deployed resources in key locations across Asia and North America to facilitate sourcing materials, shipping and distribution to our target market of food and beverage manufacturers.

UNIQUE VALUE PROPOSITION

The company is unlike the majority of traders, who have a supply of ingredients, and are looking to sell those to whomever they can. Our position is customer focused, where we determine our customer's requirements and scour the world to deliver the sweeteners and product formulation that meets the best balance of taste and cost for the customer.

Our rigorous scientific product development methodology ensures that we deliver a suite of product formulations that hit the 'sweet spot' for our customer's criteria. Some customers require organic certified ingredients. Others are more focused on providing non-GMO products. Some insist on removing 100% of the sucrose. Others refuse to incorporate sugar alcohols. The list goes on and on. Yet, we have been able to produce outstanding formulations for all.

We have invented unique technology that makes our products taste the best and is cost effective. It allows us to bring value to our clients and make their products outstanding on the market.

SECTORS SERVED:

Health-conscious consumers, manufacturers of healthy foods and beverages

OBJECTIVES:

We are seeking distributors and partners to explore the Taiwan market.

Address: 201-3701Hastings St., Burnaby, BC V5C2H6 www.nutraex.com / www.sugarlike.org



COMPANY NAME ORIGEN AIR SYSTEMS LTD.

COMPANY REPRESENTATIVE SUSAN RAE BLANCHET

Title: CEO Tel: 250 661 2234 Email: susan@origenair.com



ORIGEN AIR

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 Organisation, 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

Address: 3403 Seymour Place, Victoria, BC V8X 1W4 www.origenair.com



COMPANY NAME QUESTOR TECHNOLOGY

COMPANY REPRESENTATIVE AUDREY M MASCARENHAS

Title: President & CEO Mobile: 403 539 4369 Email: amascarenhas@questortech.com



Questor is focused on clean air technologies that safely and costeffectively improve air quality, support energy efficiency and greenhouse gas emission reductions. The Company's combustion technology is utilized in the effective management of Methane, Volatile Organic Hydrocarbons and other Hazardous Air Pollutant gases, ensuring sustainable development, compliance with ESG goals, community acceptance and regulatory compliance. Questor also provides heat to power generation technology and is currently marketing solutions to various markets including landfill biogas, syngas, waste engine exhaust, geothermal and solar, cement plant waste heat, in addition to a wide variety of oil and gas projects. Questor's >99.99% combustion performance is ISO 14034 certified.

Questor

UNIQUE VALUE PROPOSITION

The conversion of low-grade waste heat to power could be a game changer in our fight to reduce carbon emissions and meet the UN clean energy sustainability goals. The sources of waste heat are numerous and, for example, can be from sources such as: the clean combustion of waste gases, heat generated from industrial processes, pyrolysis of waste materials, recycling, cement plants, small scale geothermal, flue gases of engines, industrial boilers, etc. In the oil and gas industry alone, every day over 14.5 billion standard cubic feet of methane gas (Bcf/d) is flared and vented with the energy and heat, wasted. In addition to the significant waste of energy, this practice is a major source of greenhouse gas emissions and has a negative environmental impact on air quality. These negative environmental impacts from the current inefficient way of dealing with waste gases could cost-effectively be solved with Questor's technology clean combustion solutions.

SECTORS SERVED:

Oil and gas, waste treatment, agriculture, industrial process, petrochemical, landfills

TARGET ORGANIZATIONS:

Investment partners, sales agents, company representatives, industrial players and manufactures

OBJECTIVES:

Increase revenue, diversify markets and industries and expand our supply chain

Address: 2240 140 4th Ave SW, Calgary, AB T2P 3N3 www.questortech.com



COMPANY NAME REES TECHNOLOGY GROUP

COMPANY REPRESENTATIVE MARY CATHERINE LOBSON

Title: CEO & Founder Tel: 204 223 5436 Email: mary@reescommunity.com



REES is a social impact technology company. We are a B2B SaaS model. Our revenue model includes a one-time set up fee and annual recurring revenue.

We are located in Winnipeg with staff in Winnipeg (Manitoba), Montreal (Quebec), and London (Ontario). We have an Advisory Board of subject-matter experts (legal, business, communications), and a Youth Advisory Board with student members from across Canada. We have 2 full-time core staff working with contractors, and part-time employees based on required skill sets.

We have 25+ years of subject-matter expertise in the areas of gender-based violence and technology. We develop software that is trauma-informed, survivor-centred and embed privacy into all aspects of the design processes.

Our mission is to support survivors and utilize data to create meaningful change across systems.

UNIQUE VALUE PROPOSITION

REES (Respect, Educate, Empower Survivors) is a simple, secure online platform for reporting sexual violence.

REES provides multiple online reporting options including Anonymous Report and Repeat Perpetrator Identification while providing increased access to information about supports, resources, medical care and self-care. REES data insights help partners enhance security, identify resource gaps and inform policy towards addressing and preventing sexual violence.

REES can be adapted for use across any institution, sector or industry.

SECTORS SERVED: Higher education, corporate, government.

TARGET ORGANIZATIONS: Higher Education/Post-secondary institutions

OBJECTIVES:

rees

To introduce REES and discuss how to meet the need for improved reporting mechanisms on campus and gather critical data to enhance the current response to address and prevent sexual violence on campus. To learn about the processes required for entry into the Taiwan market and obtain sales leads.

Address: 441-100 Innovation Drive, Winnipeg, MB R3T 2G6 www.reescommunity.com



COMPANY NAME RUNWITHIT SYNTHETICS

COMPANY REPRESENTATIVE MYRNA BITTNER

Title: CEO & Co-founder Tel: 780 999 3755 Email:myrna@runwithitsynthetics.com

COMPANY DESCRIPTION

RUNWITHIT Synthetics Inc. (RWI, www.rwisynthetics.com) is an AI-based modelling technology company that works with leaders and researchers to support dynamic strategic, operational and tactical planning, education, and optimization around disrupted futures. RWI's Single Synthetic Environment (SSE) methodology and technology are utilized as a rapidly adaptive nexus for domain expertise, data and research. The SSE enables RWI's clients to explore quantified impacts and outcomes of sophisticated, hyperlocalized, novel scenarios including people, new technologies, infrastructure, policy, economics and the environment. RWI is a women-led, Certified Aboriginal Business, dedicated to a diverse, representative, and inclusive workplace as they tackle building better, more sustainable, resilient futures for all. RWI's principal office and laboratory is located in Edmonton, Alberta.

UNIQUE VALUE PROPOSITION

RWI's AI-based entity modelling environment enables our clients to plan, design and optimize systems and events in a hyper-localized, geospatially accurate twin, including people, technologies, infrastructure, and the environment utilizing a sophisticated scenario and system approach. RWI's models are informed by location-specific data from public and private sources, research from around the world, behavioural research, technology performance and capacity characteristics, physics and domain or subject matter expertise. Our modelling environment is extensible and can include other industry models and calculations, as well as the exploration of ripple effects, outcomes and impacts in all types of interconnected systems. Our models are used by AT&T, Electric Power Research Institute, Toyota Mobility Foundation, among others.

SECTORS SERVED:

Digital media, energy, mobility, disaster response, utilities, policy, health

TARGET ORGANIZATIONS:

We are interested in meeting with consulting companies or government urban planning departments who are involved in strategic health, mobility, sustainability, resilience and energy transition projects. We are also interested in supplying disaster response planning environments to governments or agencies. We do not understand as of yet how the utilities in Taiwan operate but may find traction as we have with utilities through the Electric Power Research Institute in the US.

OBJECTIVES:

Our objectives are to get to know Taiwan better, and to explore potential partnerships and projects in GHG emission reduction. We are looking for strategic partners to replicate the traction we have achieved in other markets as well as to explore the potential in new sectors.

Address: 110-52242 Range Road 223, Sherwood Park, AB T8C 1B2 www.rwisynthetics.com



COMPANY NAME SINOVEDA CANADA INC.

COMPANY REPRESENTATIVE DR. NUZHAT TAM-ZAMAN

Title: Co-Founder & VP Consumer Health Tel: 780 264 0818 Email: 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®, allows us to isolate, quantify and standardize the bioactives in botanicals, allowing us to develop an unlimited variety of unique, patentable products. Unlike conventional approaches of isolating single compounds in developing synthetic pharmaceuticals, our PPT platform offers a novel approach 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 high quality, standardized products. SinoVeda's current product portfolio consists of a combination of prescription drug 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 highquality 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 and/or distributors in the 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 Taiwan market using our patented platform technology or PPT. We are also looking for investments/ collaboration with our company for developing any Traditional Chinese Medicines that can be taken to USFDA for Botanical Prescription Drug status. This can be developed again using our PPT technology.

OBJECTIVES:

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

Address: 4294 91A Street NW, Edmonton, AB T6E 5V2 www.sinoveda.com



COMPANY NAME SUMMATTI INC.

COMPANY REPRESENTATIVE RASHMI BHAMBHANI

Title: COO Mobile: 226 929 1166 Email: rashmi@summatti.com



COMPANY DESCRIPTION

Launched in 2017 and based in Waterloo, Ontario, Summatti has developed a SaaS AI-powered platform that analyzes customer conversations and experiences to help businesses listen to their customer's voice. The team at Summatti has over 20 years of experience in customer service, call center operations and helpdesks, which allowed us to create a platform with a unique approach to evaluating customer interactions. At the core of the offering are our proprietary Machine Learning (ML) models that are purpose-built to analyze conversations specific environments filled with customer interactions.

UNIQUE VALUE PROPOSITION

Summatti provides real-time data analysis on the customer experience to improve performance and reduce operational cost, while being an Omni-channel (phone, email, chat, CRM and social media). Our offering is unique, as we focus on providing organizations with a packaged solution that includes:

- The ability to ingest data from multiple sources
- Fast and accurate transcription for multiple languages
- Defined business logic & indicators that are unique to an organization and its operations
- A workflow that empowers the users to continually improve performance
- An easy to use, interactive dashboard that provides a view for everyone in the organization.

SECTORS SERVED Call Centers, MSP, Retail, FMCG

TARGET ORGANIZATIONS

Since Summatti started we have focused on helping organizations that care about their customers' experience by investing time and effort trying to improve the way they do their quality control and improve customer satisfaction. With our AI powered platform, we have assisted organizations in automating their processes and covering 100% of all customer interactions to increase the level of service and efficiency. Through the mission we are aiming to initiate new conversations with companies trying to improve their agent performance and quality control.

OBJECTIVES:

We are hoping to familiarize Summatti with the market in Taiwan, gain exposure in a very important part of the Asian market in general, and generate opportunities with prospective customers and partners.

Address: 137 Glasgow St, Kitchener, ON N2G 4X8 www.summatti.com



COMPANY NAME THINK TANK INNOVATIONS LTD. (SHARESMART)

COMPANY REPRESENTATIVE RENA TABATA

Title: CEO & Co-Founder Mobile: 403 827 6450 Email: rtabata@sharesmart.ca

Sharesmart

COMPANY DESCRIPTION

Think Tank Innovations is a Canadian communication solutions development company that specializes in privacy legislation compliant technologies. With offices in Vancouver, Calgary and Montreal, the ShareSmart Secured Communication Platform, is the premiere communication standard for healthcare professionals and its patients to collaborate securely through secured, endto-end-encrypted, real-time collaboration, video and secure file sharing. The ShareSmart Platform is GDPR, HIPAA and PIPEDA compliant and is adherent with local data sovereignty requirements as well as with certain regulatory organization recommendations. ShareSmart is used by doctors, dentists, nurses, allied health, paramedical, health administration, researchers and health sciences students affiliated with hospitals, clinics, long-term-care, for-profit health sales companies, academic institutions in over 75 countries to facilitate telemedicine/telehealth.

UNIQUE VALUE PROPOSITION

ShareSmart humanizes the virtual health consultation and healthcare team collaboration experience. Our solutions are built with accessibility and workflow efficiency in mind, to ensure a seamless telemedicine and health team collaboration experience that optimizes clinical workflows, minimized privacy and health professional practice risk, and elevates the trust of the organization. **SECTORS SERVED:** Healthcare, medicine, military, technology.

TARGET ORGANIZATIONS:

We are looking for health enterprise partners that are looking to offer virtual/video consultations for patients and for collaboration among healthcare teams.

OBJECTIVES:

and Japan. We have grown our capacity to service relationships with health enterprise customers and are keen to assist Taiwan health service organization operators achieve their goals.

Address: 4501 - 777 Richards Street, Vancouver, BC V6B 0M6 sharesmart.ca



PROJECT TEAM

MISSION CHAIRS:

Sandra Pupatello, Chair of Mission & President, Canadian International Avenues

Janice Fukakusa, Vice-Chair of Mission & Chancellor, Ryerson University

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COMMUNICATIONS:

Jamie Curtis, Design, Asia Pacific Foundation of Canada

Karina Kwok, Social Media, Asia Pacific Foundation of Canada

Michael Roberts, Communications Manager, Asia Pacific Foundation of Canada

PROJECT DIRECTOR:

Christine Nakamura, Vice-President, Toronto Office, Asia Pacific Foundation of Canada

EVENT SUPPORT:

Mari Abe, Executive Assistant, Asia Pacific Foundation of Canada

Jordan Dupuis, Program Manager, Asia Pacific Foundation of Canada

Sian Jones, Program Manager, Asia Pacific Foundation of Canada

Mandy Ng, Events Manager, Asia Pacific Foundation of Canada

PROJECT MANAGER:

Dr. A.W. Lee, Program Manager, Asia Pacific Foundation of Canada

GIS MARKET INTELLIGENCE

Nathan Stewart, GIS Researcher, Asia Pacific Foundation of Canada

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

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

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

Visit APF Canada at www.asiapacific.ca.

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