



ASIA PACIFIC
FOUNDATION
OF CANADA

FONDATION
ASIE PACIFIQUE
DU CANADA



Northeast X Southeast: Advancing
Partnerships Between Canada and Asia

CANADIAN WOMEN-ONLY BUSINESS MISSION TO SOUTH KOREA AND THAILAND

November 26 – December 1, 2023





This mission is supported by contributions from the Government of Canada

Canada 

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Supporting organizations



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PRIME MINISTER • PREMIER MINISTRE

Message from the Prime Minister of Canada

It is with great honour that I send my best wishes to the Asia Pacific Foundation of Canada (APF Canada) as they lead the Seventh Canadian Women-Only In-Person Business Mission to Asia.

I would like to wish the 36 members of the delegation the best of luck during the mission. I know you will be strong representatives of Canada and our country's business sector.

The success of last year's mission shows that adding women to prominent business positions leads to immense success. This success is shared by all of Canada as we all reap the benefits of their accomplishments. Congratulations on last year's results of 100+ ongoing negotiations and 30+ business agreements valued at over \$7 million. I look forward to hearing the achievements of the 2023 mission.



As the Indo-Pacific rapidly becomes a centre for global business, it is important that Canada establishes economic ties in the region. Your mission is not only helping to foster those ties but also promoting Canadian female entrepreneurs, some of the most innovative people in our nation. I would like to sincerely thank APF Canada for their hard work and dedication in organizing the upcoming mission and making the future success of the delegation possible.

Please accept my very best wishes.

Ottawa
2023



Ottawa, Canada K1A 0G2

To the diverse and talented group of entrepreneurs participating in this Women-only Business Mission to Thailand and South Korea — welcome!

I'm thrilled such an incredible group of businesswomen have ambitions to export to these exciting markets.

One of my most important priorities as Minister of International Trade is to break down barriers for women entrepreneurs looking to expand into global markets. We are doing this by supporting this mission via our Women Entrepreneurship Strategy — a nearly \$7-billion-dollar investment that helps Canadian women entrepreneurs start up, scale up, and expand their businesses across Canada and into new global markets like the Indo-Pacific.

We know that by ensuring the full and equal participation of women, that we can add \$150 billion to the Canadian economy — and if the world follows suit, \$12 trillion to the global economy.

Your initiative could not be timelier as Canada continues to diversify its economic partnerships and strengthen its commercial ties across the Indo-Pacific.

Your presence on this mission also underscores two important facts.

The first is that the full and equal participation of women in our economies is not only essential to our competitiveness and prosperity, but to the growth and success of our economy.

The second is that by exploring opportunities for greater collaboration with Canada and Thailand and South Korea, you are reinforcing important links not just between our countries, but also between Canada and the world's new economic centre of gravity: the Indo-Pacific.

These links have been forged through our shared values, our longstanding people-to-people ties, and our dynamic trading relationships, but in such a competitive environment, they need to be nurtured and promoted!

As partner economies committed to securing more opportunities for women in trade, we have accomplished amazing things together, including our work in the Asia-Pacific Economic Forum, Canada and Thailand's collaboration through the Association of Southeast Asian Nations, and the shared prosperity that the Canada-Korea Free Trade Agreement has yielded.

I know this mission will build on those accomplishments because APF Canada has a superb track record in facilitating business partnerships for Canadian women entrepreneurs.

And now, more than ever, the world needs more Canada. So make the most of this opportunity to take your business to new heights and new markets in Thailand, South Korea, across the Indo-Pacific, and beyond!

Sincerely,

Mary Ng, P.C., M.P.
Minister of Export Promotion, International Trade, and Economic Development





MESSAGE FROM

Her Excellency Tamara Mawhinney

Ambassador of Canada to the Republic of Korea

Welcome Canadian women entrepreneurs and thought leaders to South Korea! I am pleased to host the Third Canadian Women-Only Business Mission led by the Asia Pacific Foundation of Canada, with a focus on opportunities in the cleantech, health tech and information and communication technologies (ICT) sectors.

Your visit here comes at an auspicious moment – 2023 marks the 60th anniversary of diplomatic relations between the two countries. During his visit in May, Prime Minister Trudeau and his counterpart, President Yoon Suk Yeol, greatly advanced our bilateral relationship diplomatically, economically and culturally.

I would like to recognise and thank the Asia Pacific Foundation of Canada for its leadership in organising these missions. Your commitment to this and other Asian markets is an important part of Canada's increased engagement in this region.

Canada-South Korea two-way merchandise trade volumes reached almost C\$22 billion in 2022. But our commercial relationship extends far beyond the exchange of goods. Did you know that our Free Trade Agreement with South Korea is Canada's first in this region? We are innovation partners and work together to address Korean concerns about food and energy security. Recent announcements of investments in Canada by POSCO, SK ecoplant, LG Energy Solution, and many others show that Canada is top-of-mind. "Stronger Together," South Korea and Canada are partnering together in mapping out their economic future.

As Canada's first female Ambassador to South Korea, I am particularly honoured to welcome this mission dedicated to women in business. Both Minister Joly and Minister Ng have placed special emphasis on this bilateral relationship. This further emphasizes how women leaders like yourselves will play a huge role in the next 60 years of Canada-Korea relations.



MESSAGE FROM

Her Excellency Ping Kitnikone

Ambassador of Canada to the Kingdom of Thailand

It is my pleasure to welcome you all to the “Land of Smiles”. Your mission couldn’t have come at a better time because I can already see, in my short time since my arrival, that the Thai economy is roaring back to life and that the possibilities for you to do business in Thailand in your sectors of focus are endless.

In 2022, we hit a milestone with two-way trade between Thailand and Canada reaching, for the first-time ever, a record \$6.4 billion (from \$5 billion in 2021), a remarkable achievement given the challenges of the past few years. Of that, our merchandise exports to and from Thailand were valued at \$1.2 billion (\$870 million in 2021) and \$5.2 billion (\$4.12 billion in 2021) respectively.

Thailand, currently Canada’s second largest ASEAN trading partner, and the other nine ASEAN members, are currently negotiating a Canada-ASEAN Free Trade Agreement (FTA). While these negotiations will take time, when signed, this FTA will be a game-changer for the trading relationship between our two nations. An FTA will also, no doubt, see our two-way trade grow further with Thailand and the region.

In other areas, last year was also a banner year for Canada in the Indo-Pacific region, and Thailand in particular.

In November, 2022, Prime Minister Justin Trudeau visited Thailand for the APEC Leaders Summit.

This visit was an opportunity to position Canada as a strong partner to grow and diversify trade to create good, middle-class jobs on both sides of the Pacific, and strengthen ties between our people.

Shortly thereafter, the government announced Canada’s Indo-Pacific Strategy which has the following five strategic objectives:

1. Promote peace, resilience and security
2. Expand trade, investment and supply chain resilience
3. Invest in and connect people
4. Build a sustainable and green future
5. Canada as an active and engaged partner to the Indo-Pacific

Strategic partnerships require human relationships to flourish, and on December 3, 2022, this objective took a giant leap forward when we celebrated the arrival of the first seasonal Air Canada flight to Bangkok. The embassy, Air Canada, and the Tourism and Civil Aviation Authorities of Thailand worked together to make this flight possible. This is the only direct flight from anywhere in North America to Thailand and was such a great success that it will start again on December 1.

I would like to thank the Asia-Pacific Foundation of Canada and you all for choosing Thailand for this business mission. It is initiatives like these which will allow us to achieve our goals under the Indo-Pacific Strategy and reach even greater heights of trade and investment between Canada and Thailand in the years to come.

I wish you a productive mission and look forward to meeting you during your visit.



MESSAGE FROM

His Excellency Woongsoon Lim

Ambassador of the Republic of Korea to Canada

I am pleased that the Asia Pacific Foundation of Canada is leading the Canadian Women-only Business Mission to Korea when relations between our two countries are becoming closer than ever.

This year not only commemorates the 60th anniversary of Korea-Canada bilateral relations but also bears witness to remarkable achievements in all areas of our relationship. In May, Prime Minister Justin Trudeau conducted his first bilateral visit to Korea, following President Yoon Suk Yeol's visit to Canada last September.

In Ottawa, our leaders declared the Comprehensive Strategic Partnership and in Seoul, they strengthened an institutional framework to deepen our partnership.

As such, we launched our first 2+2 High-Level Economic Security Dialogue to discuss joint efforts to safeguard our economies from supply chain disruptions and embrace the clean energy transition. Additionally, we upgraded our youth mobility arrangement, which will provide Korean and Canadian youth with working opportunities and cultural experiences in one another's countries. With this, we have acknowledged the role that future generations will play in advancing our relationship forward. These initiatives are a timely response

to the growing need to strengthen our economic partnership and forge deeper friendships.

In 2022, we saw our trade volume reach a record high of CAD \$21.9 billion. Over the past decade, we have witnessed an astonishing 120% increase in two-way trade.

Investment has been no less striking. Korea and Canada are investing in a sustainable future, building electric vehicle battery and component factories in Windsor, Ontario and Becancour and Granby, Quebec.

This Women-only Business Mission to Korea will add to our two countries' joint efforts to tackle the many challenges of the 21st century by opening more opportunities for women-led businesses in the important areas of cleantech, health tech, and information and computer technology. In view of the commitment of our two leaders to accelerate women's empowerment, the value of this delegation is significant and self-evident.

This Mission undoubtedly builds on the long list of achievements made over the past 60 years of our relations.

I look forward to forging more thriving partnerships for our countries and our peoples over the next 60 years and beyond.



MESSAGE FROM

His Excellency Kallayana Vipattipumiprates

Ambassador of the Kingdom of Thailand to Canada

I wish to extend my profound congratulations to the first-ever Canadian Women-Only Business Mission to Thailand. This marks a significant chapter in the continuing narrative of our deepening economic cooperation and women's economic empowerment, and will help bolster the long-standing partnerships between our two countries.

Bilateral relations between Thailand and Canada have been growing from strength to strength. Currently, Thailand is Canada's 2nd largest trading partner in ASEAN. Last year, our bilateral trade volume grew by 20% as we welcomed the first visit by Prime Minister Justin Trudeau to attend the APEC Summit in Bangkok. We look forward to working closely together at all levels to continue this positive momentum, not only in trade, but also in investment. Through this mission, we hope to welcome more Canadian investment and expertise.

Thailand and Canada share a commitment to innovation, sustainability, and inclusivity. As the Canadian delegates are specialized in the advanced fields of healthcare technology, clean technology and Information and Communications Technology (ICT), i.e., the "lifeblood" of economic progress, I believe that this mission will attract a lot of interest on the ground and should yield tangible outcomes of mutual benefits.

Moreover, this mission aligns harmoniously with Thailand's resolute commitment to sustainable development under the Bio-Circular-Green (BCG) Economic Model, which is ever more critical in addressing the climate crisis, one of the most pressing issues of our time. As Thailand and Canada march towards the United Nations' Sustainable Development Goals (SDGs), I see this partnership as a beacon lighting our way to a more sustainable and equitable future.

This mission is also timely as Canada is actively implementing its Indo-Pacific Strategy in the region, and ASEAN-Canada relations have been elevated to Strategic Partnership this year. We look forward to Canada's increased constructive role in the region and the growing ASEAN-Canada and Thailand-Canada economic partnership, which could be further enhanced by the forthcoming ASEAN-Canada Free Trade Agreement (ACFTA).

In closing, I commend the Asia Pacific Foundation (APF) Canada for their tireless efforts in facilitating this mission and their dedication to fostering international relations and promoting gender equality in the business sphere.

I wish you all a great success for this mission to Thailand.



MESSAGE FROM

Pierre Pettigrew

Chair of the Board, Asia Pacific Foundation of Canada

It gives me tremendous pleasure to welcome everyone to Smarter Living: The Canadian Women-only Business Mission to South Korea and Thailand. The agenda for this program promises to be filled with rich discussions on gender equity and economic development, as well as strategies for entering international markets with women business leaders and entrepreneurs from Canada, South Korea, and Thailand. The mission also features personalized business-to-business matchmaking with our Canadian delegates, who will introduce Canadian innovations to potential partners in South Korea and Thailand. I hope that the mission's full week of policy and business discussions will be fruitful, leading to agreements and collaborations that will benefit all our economies and societies.

While Canadian businesses have been expanding their presence in the region for many years, women-owned and -led small and medium enterprises have traditionally focused on our domestic market. Fortunately, that is now changing, and the time is right for Canadian women entrepreneurs to diversify into international markets. South Korea and Thailand are ideal partners for Canadian women-owned and -led businesses. South Korea's clean

technology sector provides a great opportunity for businesses, as the government is driven to achieve carbon neutrality by 2050. Likewise, South Korea's health-care technology sector has a high growth rate, bolstered by the government's identification of the biopharmaceutical industry as one of three critical industries for innovative national growth. Thailand's government has identified health care as a priority sector for investment and is focused on addressing the country's aging population. Thailand's clean technology sector is also an attractive sector for businesses, as the country is aiming to decarbonize all sectors, with a particular emphasis on the energy sector, which is currently the highest contributor to carbon emissions.

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 Central Canada Office, for bringing this ambitious and inspiring vision to reality. I look forward to hearing about the successes of this mission and all the positive results.



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 to **Smarter Living: The Canadian Women-only Business Mission to South Korea and Thailand**. This mission is the Foundation's first gender-based business mission to the Indo-Pacific region as part of our 2023-2025 mission series, **Northeast X Southeast: Advancing Partnerships Between Canada and Asia**, and the seventh since launching our Women-only Business Mission Series in 2019 to help women entrepreneurs grow their businesses globally. Focused on cleantech, health tech, and information and computer technology (ICT), the mission highlights the innovations for a sustainable future that women entrepreneurs in Canada bring to these sectors and the world. In our efforts to support economic growth and women's economic advancement, we encourage Canadian women in business, particularly women entrepreneurs leading small and medium enterprises, to consider diversifying their target markets to include those in the dynamic Indo-Pacific region. Led by Christine Nakamura, Vice-President of our Central Canada Office, and with support from the Government of Canada's Women Entrepreneurship Strategy Ecosystem Fund, this mission is poised to be another great success.

South Korea and Thailand are promising markets for Canadian businesses. Both countries have

strategically prioritized the cleantech, health care, and ICT sectors in their economic strategies and offer attractive incentives to foster growth and international collaboration. South Korea is an attractive market for Canadian companies due to its C\$2.17-trillion economy, world-class digital infrastructure, innovation ecosystem, highly skilled workforce, and business-friendly environment. It is also the only country in Asia with a bilateral free trade agreement (FTA) with Canada. Thailand offers significant trade opportunities for Canadian companies due to its status as the second-largest economy in Southeast Asia. It boasts a strong domestic consumption base and a thriving export-oriented manufacturing sector. Notably, growth in Canada's merchandise and services trade with Thailand is expected with the eventual completion of the ongoing ASEAN-Canada FTA negotiations.

I would like to take this opportunity to thank our numerous public- and private-sector partners in Canada, South Korea, and Thailand for their generous support. The realization of this ambitious and inspiring project is a team effort – thank you to all our sponsors, partners, collaborators, staff, thought leaders, and mission chairs. I hope that your meetings and discussions are productive, and look forward to the mission's positive outcomes.



MESSAGE FROM

Julia Kim

South Korea Co-Chair, Smarter Living: The Canadian Women-only Business Mission to South Korea and Thailand, Chair Emerita for SFU Board of Governors and former Vice President & Investment Counsellor at RBC Phillips, Hager & North Investment Counsel

It gives me great pleasure to co-lead this dynamic group of women on the South Korea portion of the Asia Pacific Foundation of Canada's Smarter Living: The Canadian Women-only Business Mission to South Korea and Thailand. 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 policy to promote women's economic empowerment in Canada, South Korea, and Thailand.

The delegation highlights Canada's cultural diversity and includes leading women in business and thought leadership, and inspiring women entrepreneurs. These women represent Canada's best and brightest in business with entrepreneurs carefully chosen for their innovative technologies, products and services in the areas of sustainable solutions, information and communications technologies, and health technology. As a strong export-driven East Asian economy and global health care technology leader, South Korea's market potential is broad. The country is home to 51.9 million people, boasts

the fourth-largest GDP in Asia, and has a real GDP growth of, on average, 4.9% annually. After a sharp COVID-19-induced downturn, its economy quickly bounced back in 2020 and is expected to continue its growth trajectory over the coming years.

I look forward to the mission's gender and economic policy discussions and to connecting talented Canadian women entrepreneurs and business leaders with South Korean counterparts to secure partnerships, research collaborations, investment and distribution deals and to further women's economic advancement in both countries. I 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 Central Canada Office, for organizing what promises to be an exciting and fruitful mission. In closing, I would like to express my sincere thanks to the Government of Canada, presenting sponsor and official airline partner Air Canada, as well as the mission partners and supporters in Canada and South Korea for investing in this worthy and progressive initiative.

ABOUT THE MISSION

The Asia Pacific Foundation of Canada (APF Canada) presents **Smarter Living: The Canadian Women-only Business Mission to South Korea and Thailand**. With the strong backing of the public and private sectors in Canada, South Korea, and Thailand, this mission is part of the Foundation's 2023-2025 mission series, **Northeast X Southeast: Advancing Partnerships Between Canada and Asia**.

The event marks the seventh mission of APF Canada's Women's Business Missions to Asia Series, and provides a unique opportunity to strengthen economic relationships between Canadian women entrepreneurs and businesses in South Korea and Thailand. Our mission is to foster gender-inclusive trade and catalyze international partnerships between Canadian companies and Canada's strong trading partners in Asia.

Our public conferences in Seoul and Bangkok feature esteemed women leaders from Canada, South Korea, and Thailand. We delve into bilateral trade matters, advocate for gender inclusivity in the economy to further women's economic progress, and amplify support for women-owned and -led SMEs. APF Canada's women entrepreneur delegates will actively participate in personalized business-to-business (B2B) matchmaking sessions and dynamic networking opportunities in South Korea and Thailand to build business partnerships and bridge Canada with South Korea and Thailand.

This year's program will showcase technological advancements in South Korea and Thailand, shared with the Canadian delegation, while also showcasing Canadian innovations through our diverse cohort of accomplished women entrepreneurs in the cleantech, health tech, and information and computer technology sectors. APF Canada is proud to foster the global growth of women entrepreneurs from Canada, South Korea, and Thailand, and the exchange of best practices in women's economic advancement.





AGENDA

BANGKOK, THAILAND

Mission Agenda

ALL TIMES IN ICT

EVENT DAY 1: NOVEMBER 26, 2023 (SUNDAY)

8:30 AM – 6:00 PM Market Briefings By-Invitation

Arranged by CanCham Thailand (Thailand Canadian Chamber of Commerce)

6:30 PM-9:00 PM Canada-Thailand Relations Briefing and Reception – Buffet style reception By-Invitation

Official Residence of H. E. Ping Kitnikone, Ambassador of Canada to Thailand, Laos, and Cambodia. Co-hosted by **H. E. Ping Kitnikone**, Ambassador of Canada to Thailand, Laos, and Cambodia, and APF Canada

EVENT DAY 2: NOVEMBER 27, 2023 (MONDAY)

8:00 AM~11:30 AM Site visit By-Invitation

The Forestias by MQDC, A seniors' community, jointly developed by Canada's Baycrest and Thailand's Aspen Tree

1:30 PM Symposium Registration Registered attendees

Thammasat University - Tha Prachan Campus

2:00 PM – 5:00 PM Symposium: Unleashing the full Potential of Women in International Trade Registered attendees

Thammasat University - Tha Prachan Campus

EVENT DAY 3: NOVEMBER 28, 2023 (TUESDAY)

9:00 AM – 4:30 PM B2B Meetings By-Invitation
Siam Kempinski

10:00-11:30 AM Roundtable: Strategic Collaboration for
Advancing Gender Equality By-Invitation
Siam Kempinski

5:00 PM End of Bangkok program

🕒 Symposium Agenda

SYMPOSIUM: UNLEASHING THE FULL POTENTIAL OF WOMEN IN INTERNATIONAL TRADE

Sriburapha Auditorium Hall, Thammasat University - Tha Prachan Campus, 2 Prachan Road, Phra Barom Maha Ratchawang, Phra Nakhon, Bangkok 10200, Thailand. +66 02 613 3333

MONDAY, NOVEMBER 27, 2023

1:30 PM Registration Opens

2:00 PM Welcome Remarks
Ms. Gasinee Witoonchart, Rector, Thammasat University

2:05 PM Introduction
Ms. Christine Nakamura, Vice-President, Central Canada Office, Asia Pacific Foundation of Canada

2:07 PM Prime Minister's Welcome Message (Reading)
The Rt. Hon. Justin Trudeau, Prime Minister of Canada

2:09 PM Minister's Welcome Message (Recorded)
The Hon. Mary Ng, Minister of Export Promotion, International Trade and Economic Development, Government of Canada

2:11 PM Mission Context and Introduction
Ms. Christine Nakamura

2:15 PM	<p>Fireside Chat: A New Generation of Leadership</p> <p>H.E. Ping Kitnikone, Ambassador of Canada to Thailand, Laos and Cambodia</p> <p>Ms. Hye June Park, President, The Aspen Tree Corporation Limited</p> <p>Ms. Lisa Pierce, Vice President, Global Sales for Air Canada and Air Canada Vacations</p> <p>Moderated by Ms. Peerapan Tungsuwan, Partner, Global Executive Committee Member, Baker McKenzie</p>
3:00 PM	<p>Panel 1: Policies Driving Women’s Economic Advancement</p> <p>Dr. Nahathai Thewphaingarm, Vice-Minister, Office of the Prime Minister of Thailand</p> <p>Ms. Sara Wilshaw, Assistant Deputy Minister & Chief Trade Commissioner, Global Affairs Canada</p> <p>Ms. Sittharmanin “Pam” Susamawathanakun, Managing Director, OH!Rich</p> <p>Dr. Patnaree Srisuphaolarn, Associate Professor, Department of International Business, Logistics and Transport</p> <p>Moderated by Ms. Christine Nakamura, Vice President, Central Canada, Asia Pacific Foundation of Canada</p>
3:45 PM	<p>Q&A Session</p>
3:55 PM	<p>Panel 2: Supporting Women in Technology and Entrepreneurship</p> <p>Ms. Ruth Vachon, President and CEO, Réseau des Femmes d’affaires du Québec (Québec Women Entrepreneurs’ Network)</p> <p>Ms. Oranuch “Mimee” Lerdsuwankij, Co-founder & CEO, Techsauce and Thailand Accelerator</p> <p>Dr. Natenapha Wailerdsak (Yabushita), Associate Professor, Department of Organization, Entrepreneurship and Human Resource Management</p> <p>Ms. Bronwyn Bridges, CEO, PragmaClin</p> <p>Moderated by Dr. Allison Sekuler, President and Chief Scientist, Baycrest Academy for Research and Education, and Centre for Aging and Brain Health Innovation</p>
4:40 PM	<p>Q&A Session</p>
4:50 PM	<p>Closing Remarks</p> <p>Ms. Christine Nakamura, Vice-President, Central Canada Office, Asia Pacific Foundation of Canada and Ms. Gasinee Witoonchart, Rector, Thammasat University</p>
5:00 PM	<p>Event Concludes</p>

SEOUL, SOUTH KOREA

◎ Mission Agenda

ALL TIMES IN KST

EVENT DAY 4: NOVEMBER 29, 2023 (WEDNESDAY)

6:00 PM	Welcome reception Lotte Hotel	By-Invitation
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EVENT DAY 5: NOVEMBER 30, 2023 (THURSDAY)

8:30 AM	Symposium Registration Ewha Womans University	Registered attendees
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9:00 AM	Symposium: Unleashing the Full Potential of Women in International Trade Ewha Womans University	Registered attendees
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12:00 PM	Lunch Ewha Womans University	Registered attendees
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2:30 PM~4:00 PM	Site Visit Naver Corporation	By-Invitation
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EVENT DAY 6: DECEMBER 1, 2023 (FRIDAY)

9:00 AM-4:00 PM	B2B Meetings Lotte Hotel	By-Invitation
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3:00-4:30PM	Roundtable: Strategic Collaboration for Advancing Gender Equality Embassy of Canada	By-Invitation
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5:00-6:30PM	Closing Reception Embassy of Canada Co-hosted by H.E. Tamara Mawhinney, Ambassador of Canada to the Republic of Korea and APF Canada	By-Invitation
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⦿ Symposium Agenda

SYMPOSIUM: UNLEASHING THE FULL POTENTIAL OF WOMEN IN INTERNATIONAL TRADE

Lee San Bong Hall, Ewha Womans University, 52 Ewhayeodae-gil, Seodaemun-gu, Seoul, 03760, South Korea.
+82-2-3277-3780

THURSDAY, NOVEMBER 30, 2023

8:30 AM

Registration Opens

9:00 AM

Welcome Remarks

Dr. Eun Mee Kim, President, Ewha Womans University

9:05 AM

Introduction

Ms. Christine Nakamura, Vice-President, Central Canada Office, Asia Pacific Foundation of Canada

9:07 AM

Prime Minister's Welcome Message (Reading)

The Rt. Hon. Justin Trudeau, Prime Minister of Canada

9:09 AM

Minister's Welcome Message (Recorded)

The Hon. Mary Ng, Minister of Export Promotion, International Trade and Economic Development, Government of Canada

9:11 AM

Mission Context

Ms. Christine Nakamura

9:15 AM

Fireside Chat: A New Generation of Tech Leadership

H.E. Tamara Mawhinney, Ambassador of Canada to the Republic of Korea

Ms. Soo-Yeon Choi, CEO, Naver Corporation

10:00 AM

Panel 1: Policies to Promote Inclusive Trade

Dr. Ito Peng, Canada Research Chair in Global Social Policy; Director of the Centre for Global Social Policy; Department of Sociology, Munk School of Global Affairs and Public Policy, University of Toronto

Dr. Young-sook Nam, Professor, Development Cooperation Major Director, Graduate School of International Studies, Ewha Womans University

Dr. Sung-Nam Cho, Professor Emeritus of Ewha Womans University, Vice President of East-Asian Sociological Association, President of Alumni Association of Ewha Sociology

Dr. Hyunok Lee, Associate Professor, Department of Global Korean Studies, Sogang University, Korea.

Moderated by **Ms. Julia Kim**, Chair Emerita for Simon Fraser University Board of Governors and former Vice President & Investment Counsellor at RBC Phillips, Hager & North Investment Counsel

10:45 AM

Q&A Session

10:55 AM

Panel 2: Supporting Women in Technology and Entrepreneurship

Ms. Sara Wilshaw, Assistant Deputy Minister & Chief Trade Commissioner, Global Affairs Canada

Ms. Ruth Vachon, President and CEO, Réseau des Femmes d'affaires du Québec (Quebec Women Entrepreneurs' Network)

Dr. Soonmin Bae, Senior Vice President, KT

Dr. Jaeyeon Jung, Executive Vice President & Head of the SmartThings Team, Samsung Electronics

Moderated by **Dr. Allison Sekuler**, President and Chief Scientist, Baycrest Academy for Research and Education, and Centre for Aging and Brain Health Innovation

11:40 AM

Q&A Session

11:50 AM

Closing Remarks

Dr. Eun Mee Kim, President, Ewha Womans University

And **Ms. Christine Nakamura**, Vice-President, Central Canada Office, Asia Pacific Foundation of Canada

12:00 PM

Event Concludes



SPEAKERS & THOUGHT LEADERS



Her Excellency Tamara Mawhinney

Ambassador of Canada to the Republic
of Korea

Ambassador Tamara Mawhinney joined Global Affairs Canada (GAC) in 1993. She began her career as a cabinet liaison officer and then as a lawyer within the International Trade Law Division. Assignments overseas included the Mission of Canada to the UN in New York (1995-98), the Embassy of Canada to France, Paris (2001-06 and 2013-14), and the Mission of Canada to the European Union in Brussels, where she served as political section head from 2007-12. After serving for two years as advisor to Mme Michaëlle Jean, Secretary-General of La Francophonie in Paris, she returned to Ottawa in 2016 to lead the UN Security Council campaign team. Ambassador Mawhinney joined Canada's Mission to the UN in Geneva in the summer of 2018 as deputy permanent representative.

Prior to joining GAC, Ambassador Mawhinney completed her articles of law with McCarthy Tétrault in Toronto and Ottawa and remains an attorney and member of the New York State Bar.

Ambassador Mawhinney has a Bachelor of Arts (Honours) in History and Literature from Trinity College, University of Toronto (1987) and a Bachelor of Laws from University of Toronto (1991). She also has a Certificate of Political Studies (Certificat d'Études Politiques) in European Politics and Law from Paris Institute of Political Studies (Institut d'Études Politiques, France, 1998) and a Diploma in French and EU Public Administration, Management and Law from École Nationale d'Administration (France, 2000).



Her Excellency Ping Kitnikone

Ambassador of Canada to the Kingdom
of Thailand

Ping Kitnikone (BA [Pacific Studies and Economics], University of Victoria, 1991; MPA [Public Administration], University of Victoria, 1994) joined External Affairs and International Trade Canada in 1994.

She served as consul general in Mumbai from 2003 to 2005 and ambassador to Vietnam from 2016 to 2018. Her other assignments abroad have included those in Beijing, Taipei and Bangkok (with concurrent accreditation to Cambodia, the Lao Peoples' Democratic Republic and Myanmar). She has had a number of assignments in Ottawa, including in the International Financial Institutions Division, Policy Development and Integration Division, North Asia Commercial Relations Division, Centre of Learning for International Affairs and Management and Intergovernmental Relations and Regional Business Network Division. Most recently, she was director general of the Locally Engaged Staff Bureau.



Julia Kim

South Korea Co-Chair, Smarter Living: The Canadian Women-only Business Mission to South Korea and Thailand, Chair Emerita for SFU Board of Governors and former Vice President & Investment Counsellor at RBC Phillips, Hager & North Investment Counsel

Julia Kim retired in 2017 after a successful 25-year career in investment counselling and the financial industry. At the time of her retirement, she held the position of vice president & investment counsellor at RBC Phillips, Hager & North Investment Counsel. In this role, she provided investment counselling and individualized investment management services to a diverse clientele, including individuals, foundations, and non-profit organizations for 21 years. She also held senior management roles in the company and served on the Women Advisory Board. She joined Phillips, Hager & North Investment Management Ltd. in 1996 and became a partner in 1999. Prior to that, she worked as a private banker for RBC.

With a long history of volunteering within her community, Julia's current volunteer work includes serving as chair of the BC Children's Hospital Foundation and vice chair of Mothers Matter Centre. She is chair emerita for the SFU Board of Governors and past chair of the Minerva Foundation and International Women's Forum BC. She has also served on the board for the Vancouver Opera, YWCA Vancouver and Family Services of Greater Vancouver.

Julia is the 2019 Harvard Advanced Leadership Initiative Fellow. She completed a yearlong fellowship through Harvard University's Advanced Leadership Initiative, a program enabling leaders to develop the skills to tackle new challenges in the social sector.

Julia graduated from the University of Calgary with a Bachelor of Commerce and received her Chartered Financial Analyst designation in 1997. She is a 2022 recipient of Lifetime Achievement PEAK Award from the Association of Women in Finance.



Dr. Soonmin Bae

Senior Vice President, KT

Dr. Soonmin Bae aims to transform AI technology into meaningful services. To this end, she directed teams on Video Intelligence and Avatar at NAVER Clova and led the Vision AI team for Robotics and security cameras at Samsung Techwin.

In 2021, she joined KT to further transform KT from a telecommunications company to a digital platform company focusing on artificial intelligence, big data, and cloud computing R&D and businesses.

In addition, as part of her commitment to national science and technology strategies and governmental digital transformation, she has been engaged in various advisory committee activities, including the National Strategic Technology Planning Advisory Group, the Presidential Digital Platform Government Committee, and the Fourth Industrial Revolution Committee of Seoul.

Prior to industrial experiences, she worked on computational photography and received her PhD. and M.S. in EECS/CSAIL at MIT and earned her B.S. at KAIST.



Bronwyn Bridges

CEO, PragmaClin

As one of Atlantic Canada's 30 Under 30, Bronwyn Bridges stands out for her dedication to democratizing healthcare access, her insightful approach to neurodegenerative diseases, her commitment to mental health advocacy, and her innovative contributions to digital health technology.

Bronwyn, a PhD Doctorate in Pharmacology, holds the distinguished title of Female Youth Entrepreneur of the Year for Canada, reflecting her extraordinary achievements in the entrepreneurial landscape. She serves as the CEO and Co-founder of PragmaClin, a trailblazing MedTech company at the forefront of developing digital diagnostic tools for neurological disorders, notably Parkinson's Disease. Under her visionary leadership, PragmaClin has secured over two million dollars in non-dilutive government funding and amassed over five hundred thousand dollars from pitch competition victories.

An established researcher, Bronwyn has contributed pivotal insights into the Pathology of Parkinson's Disease and the Promising Role of Dietary Polyphenols. Her expertise is frequently showcased at prestigious conferences where she illuminates the advancements in digital healthcare. Furthering her influence, she is an active member of the local Parkinson's Disease board and serves on the Academic Council at Memorial University.

Bronwyn's research accolades include the Youth of the Year, Emerging Entrepreneur Award, the Terry Fox Humanitarian Scholarship, the National Impact Award in AgeTech, and more than a dozen commendations within the last year alone, celebrating her strides in MedTech and digital health innovation. Her entrepreneurial spirit has earned her national recognition as one of Canada's Top Entrepreneurs, a World Entrepreneurship Cup Championship, and a top prize for a student led company across the globe.



Dr. Sung-Nam Cho

Professor Emeritus, Ewha Womans University

Sung-Nam Cho is professor emeritus of Ewha Womans University following 30 years of teaching at the Department of Sociology. Upon her retirement from Ewha in 2020, she was in Japan to teach international seminars on leadership as a specially appointed professor of Ochanomizu University in Tokyo. She studied sociology and received her PhD from the Department of Sociology at the University of Hawaii in 1988.

Her main research interests include family, population aging, and health service utilization. She also conducted various important research projects on intergenerational integration and developing qualitative indicators of community wellness and livable cities. She was a principal investigator for the joint project on “Asian Women Leadership Model Development” with Ochanomizu University.

Her major publications include books entitled: Age-Boom Generation: Preparing for the Ageing Society, Koreans in the U.S., Abortions in Korea, and Qualitative Methodology.

She served as dean of the Ewha Institute for Leadership Development, director of the Research Institute for Social Sciences, and dean of the International Education Institute at Ewha.

She also served as president of the Korean Sociological Association (2016), president of the Korean Federation of Women Professors (2011), chairperson of the Korea Family Culture Institute (2017-20), and vice president of Korean Social Science Council (2017).

She also served as president of Medical Peace Foundation in Korea (2010-16) and built and donated 25 medical centres in Africa, Latin America, and Asia.

Her current international activities are also diverse with such positions as vice-president of East-Asian Sociological Association (2020-present), board member and Global Women Leadership Committee chair of Sungjoo Foundation (2020-present), board member at the Korean Association of Academic Societies (2021-present), and president of the Green Leaders Forum (2008-present).



Soo-Yeon Choi

CEO, NAVER Corporation

Choi Soo-yeon is the CEO of NAVER Corporation, the largest Internet company in Korea that operates the #1 search engine in Korea, 'NAVER'. She spearheads the expansion of 'Team NAVER's' global business, fostering 'multiple synergy' across various businesses and technologies.

Following Choi's appointment as CEO, NAVER successfully acquired Poshmark in January, a Silicon Valley startup that runs the #1 fashion resale marketplace in North America, effectively expanding NAVER's global C2C portfolio. NAVER has also been revolutionizing its user experience and business by introducing 'HyperCLOVA X,' NAVER's upgraded hyperscale AI technology. For her significant role in shaping the Asia Pacific business landscape, Choi was highlighted in Forbes Asia's Power Businesswomen list for 2022 and Fortune's Most Powerful Women 2023 list.

Choi began her career at NAVER (formerly NHN) in 2005. From 2012 to 2019, she worked at Yulchon LLC, one of the top law firms in Korea, as a corporate lawyer. After a successful career in law, she rejoined NAVER in 2019 to lead global business support, and in 2022, she was appointed as CEO. Choi holds a B.S. in Engineering with B.A. in Communication from Seoul National University, a JD from Yonsei University Law School, and an LLM from Harvard Law School.



Dr. Jaeyeon Jung

Executive Vice President & Head of the SmartThings Team, Samsung Electronics

Jaeyeon Jung is executive vice president and, since 2020, the head of the SmartThings Team at Samsung Electronics.

She oversees the engineering and strategy of Samsung's IoT platform, which includes SmartThings applications on mobile, TV, appliances, watch, and PC, the cloud-based backend that connects hundreds of millions of devices, and embedded software for device connectivity.

Her team also creates and operates smart solutions like SmartThings Find to help users locate misplaced the ever-growing catalogue of Galaxy products such as smartphones, tablets, laptops, earbuds, and watches, along with their precious belongings with Galaxy SmartTags.

Prior to joining Samsung in 2016, she was with Microsoft Research in Redmond (2011-16) and Intel Research Seattle (2007-11), where she led a number of research projects focused around the security and privacy in smart homes and mobile devices. She obtained her PhD from MIT in 2006.



Dr. Eun Mee Kim

President and Professor, Graduate School of
International Studies, Ewha Womans University

Professor Eun Mee Kim is the 17th president of Ewha Womans University. She is a professor in the Graduate School of International Studies and the director of the Ewha Global Health Institute for Girls and Women.

She was appointed by the UN secretary general in December 2016 to serve as one of the 15 Independent Group of Scientists to work on the Global Sustainable Development Report 2019, which was presented at the UN General Assembly in September 2019.

She served as President of the Korea Association of International Development and Cooperation. She has served on the Committee for International Development Cooperation under the Prime Minister's Office, the Policy Advisory Committee for the Ministry of Foreign Affairs, and the Ministry of Gender Equality and Family. In 2012, she received the Service Merit Medal from the Republic of Korea for her contributions to the Fourth High-Level Forum on Aid Effectiveness in Busan.

In 2013, she received the first research grant to a university in South Korea from the Bill & Melinda Gates Foundation on her research, "Advocacy for Korean Engagement in Global Health and Development." She received the Chang-Lin Tien Distinguished Leadership Award from the Asia Foundation in 2021. She was appointed as the vice-chairperson of the Korean National Commission for UNESCO in May 2021, and the chairperson of the 5th Science and Technology Basic Plan (2023-2027) Committee of the Republic of Korea in December 2021. She received the Building Bridges Award from the Pacific Century Institute in the U.S. on February 16, 2023, on behalf of Ewha Womans University for strengthening ties between countries and peoples across the Pacific.



Dr. Hyunok Lee

Associate Professor, Global Korean Studies,
Sogang University

Hyunok Lee is an associate professor in Global Korean Studies at Sogang University.

She is a gender specialist for KOICA. She served as a director for Yonsei-KOICA Master's Program on Gender and Rural Development. Her general research interest lies in exploring the gendered political economic processes in East Asia, with a focus on social reproduction. She conducted research on the gendering migration system in East Asia, the intersection of the migration regime and the care/welfare regimes. Her current research interests include citizenship in the post-developmental state and welfare regime in East Asia and women's movement including social and solidarity economy, and the unionization of care workers.



Oranuch Lerdsuwankij

CEO and co-founder, Techsauce Media Co., Ltd

Oranuch Lerdsuwankij, also known as Mimeo, is the CEO and co-founder of Techsauce, the prominent technology and innovation ecosystem builder in Thailand. Techsauce is renowned for organizing the largest technology conference in Southeast Asia, called Techsauce Global Summit (summit.techsauce.co).

In addition to her role at Techsauce, she serves as the general partner at VentureBridge VC fund and is a co-founder of Thailand Accelerator. Her significant contributions have solidified her reputation as a key influencer in shaping the Thai tech startup industry.

Furthermore, Oranuch is a board member at Thailand's National Electronics and Computer Technology Center (NECTEC) and holds the position of independent director at Thonburi Bamrungmuang Hospital.

Oranuch is one of Thailand's leading women with expertise in technology, besides her success in the technology industry, she is also interested in expanding the opportunity to bring technology to help society as useful as possible, especially among vulnerable people like refugees, children, women, the elderly or refugees with disabilities.



Dr. Young-sook Nam

Professor, Department of International Studies, Graduate School
of International Studies

Young-sook Nam is an economist, diplomat, and university professor with substantial expertise in international and national policymaking. She was Korea's Ambassador to Norway and Iceland (2018-2021), Economic Advisor to the President of the Republic of Korea (2021-2022), and Secretary General of WeGO (World Smart and Sustainable Cities Organization). She is currently a professor in the Graduate School of International Studies at Ewha Womans University, where she also serves as the Director of the Development Cooperation Program.

Before joining Ewha Womans University in March 2008, she worked as an economist at the Organization for Economic Cooperation and Development (OECD) in Paris, a research economist at the International Labor Office (ILO) in Geneva, and a research fellow and head of the China Research Team at the Korea Institute for International Economic Policy (KIEP) in Seoul. She served as Deputy Director-General at Korea's Ministry of Foreign Affairs and Trade, where she was one of the key negotiators for a number of free trade agreements (FTAs), including the Korea-US FTA, the Korea-EU FTA, the Korea-ASEAN FTA, and the Korea-India CEPA.

Professor Nam holds an M.A. in Economics and a Ph.D. in International Development from Stanford University, as well as a B.A. in Economics from Korea University. She has written extensively on international trade agreements, development cooperation, environmental policies, and the Chinese economy. Her current research interests include sustainable development, climate negotiations and diplomacy, China and the global economy, and comparative welfare state regimes.



Christine Nakamura

Mission Director, Vice-President, Central
Canada Office, APF Canada

Christine is vice-president, Central Canada Office (Toronto), at the Asia Pacific Foundation of Canada. 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, the Department of Justice, and most recently, the 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. 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. She is the recipient of the Organization of Women in International Trade's 2020 JoAnna Townsend Excellence Award for Leadership in International Trade and the 2022 G. Raymond Chang Outstanding Volunteer Award.



Hye June Park

President, The Aspen Tree Corporation Limited

Ms. Hye June Park is the president of The Aspen Tree Corporation Limited, with responsibility for overseeing the development of integrated residences and services for older adults as a subsidiary of MQDC.

Since joining MQDC in 2017, she has overseen the development, through extensive global research, of a new concept in care and communities for older adults. The insights gained from this research have made her an acknowledged expert sought after for industry events.

“Our goal with The Aspen Tree is to create a new model that sets worldwide standards and transforms attitudes and expectations in Thailand,” she said.

“Through working with leading organizations over the world, such as Canada's Baycrest, we have developed a fresh paradigm. Focused on lifetime care and aging in place, this model can help address the many challenges of Thailand's rapidly aging demographics. In finance, care, services, design, and architecture, we are offering an entirely new approach drawing on the best of the world and the best of Thailand.”

Before joining MQDC, Park was the managing director of Samsung C&T Corporation's residential design team, managing major international projects such as the Lakhta Center multifunctional projects in St. Petersburg, Russia, housing projects in South Korea, the Three Sixty West projects in Mumbai, India, and the Tianjin Eco-city in China.



Ito Peng

Canada Research Chair, Global Social Policy & Director, Centre for Global Social Policy at the Department of Sociology and the Munk School of Global Affairs and Public Policy, University of Toronto

Ito Peng is a Canada Research Chair in Global Social Policy and the Director of the Centre for Global Social Policy at the Department of Sociology, and the Munk School of Global Affairs and Public Policy, University of Toronto.

She is recognized as a leading researcher and expert in global social policy, specializing in the care economy, gender, migration, and care policies. She has written extensively on social policies, the political economy of care, and the care economy. She currently leads a SSHRC, Hewlett Foundation, and Open Society Foundations supported global partnership research project, *Care Economies in Context*, and the Rockefeller Brothers Fund-supported *Comparing Child Care Initiatives in a World of Climate Change* Project.

She is also the co-lead of the Room 5 for the Rockefeller Foundation-Brookings Institute's *17-Rooms Global Flagship* project.

Ito holds a PhD from London School of Economics.

For more information, see: munkschool.utoronto.ca/profile/peng-ito/ and cgsp.ca



Lisa Pierce

Vice President, Global Sales for Air Canada and
Air Canada Vacations

Lisa is an influential airline industry leader with a passion and proven track record of inspiring and developing high-performing teams. She is energetic with an extensive background in sales, operations, negotiations, purchasing, planning, and project management. Born in New York City, Lisa attended Montclair State University and earned a Bachelor of Arts in Fine Art.

She began to pursue her dream of working for an airline in 1987 when she joined Air Canada as a call centre agent in New York City. Over the years, she held various positions in airports before her appointment as Senior Director Olympics Airport Interface with responsibility for ensuring Air Canada's participation in the Vancouver 2010 Winter Olympic and Paralympic Games was a success for employees, customers, and athletes.

She transitioned to the commercial branch in 2010 when she was appointed Senior Director Regional Airlines, managing the commercial, operational, and business relationships with Air Canada's regional airline partners. Lisa transitioned to sales with her appointment to Senior Director USA Sales in 2013 and subsequently to Managing Director Canada & USA Sales in 2018, Vice President Canada & USA Sales in 2020 and to Vice President Global Sales and Air Canada Vacations in 2023.

Based in Toronto, she is responsible for defining and implementing strategies and tactics to expand Air Canada's and Air Canada Vacations' market share and revenue performance globally. Throughout Lisa's career it is her involvement in various community and industry organizations that has provided the most rewarding experiences. Lisa is past chairperson for the New York and New Jersey Council for Airport Opportunity, sat on the board of the Aviation Development Council and currently represents Air Canada on the board of the Airlines Reporting Corporation "ARC."

Lisa is extremely proud of her sons Andrew and Tim, who were very supportive of her as she completed a Master of Science Degree in Project Management from Boston University in 2012 and, more recently, her NACD Directorship Certification in June 2022.



Vicki Saunders

Founder, Coralus

Vicki Saunders is an entrepreneur, award-winning mentor, advisor to the next generation of change-makers, and leading advocate for entrepreneurship as a way of creating positive transformation in the world.

Vicki is the founder of #radical generosity and Coralus (formerly SheEO), a global community of radically generous women supporting women-led ventures working on the World's To-Do List.

Vicki has co-founded and run ventures in Europe, Toronto, and Silicon Valley and has taken a company public on the Toronto Stock Exchange.

Vicki has received numerous awards for her work at Coralus, including UBS Global Visionary in 2020 and a YWCA Women of Distinction Award in 2021, and was selected as a Global Leader for Tomorrow by the World Economic Forum in 2001.



Dr. Allison Sekuler

President and Chief Scientist, Centre for Aging + Brain Health Innovation (CABHI)

Dr. Allison Sekuler (FSEP, FPS, FAPS) is the Sandra A. Rotman Chair in Cognitive Neuroscience at Rotman Research Institute, president and chief scientist at the Baycrest Academy for Research and Education at Baycrest Centre for Geriatric Care, and president and chief scientist at the Centre for Aging + Brain Health Innovation (CABHI).

A graduate of Pomona College (B.A., Mathematics and Psychology) and the University of California, Berkeley (PhD, Psychology), Allison is also a professor at the University of Toronto and McMaster University.

At Baycrest, Allison 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. Allison 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 being named one of WXN's Top 100 Most Powerful Women in Canada in 2019.



Dr. Patnaree Srisuphaolarn

Associate Professor, Department of International
Business Logistic and Transport, Thammasat
Business School

Dr. Patnaree Srisuphaolarn is an associate professor in the Department of International Business, Logistics and Transport at Thammasat Business School. She obtained her PhD from Hitotsubashi University, and her thesis dissertation was titled, “Health Care as Export: The Case Study of the Thai Health Care Industry.” Up until 2021, Dr. Srisuphaolarn was part of the Chulalongkorn Business Review’s editorial review board. In 2015, she was awarded the Shibusawa Foundation’s research grant for business ethics and crisis management. She has also been awarded the Thammasat Business School’s research grant on the international joint venture knowledge transfer in the early industrialization period of Thailand. She has received numerous achievements and academic awards, including the 2014 Emerald Outstanding Paper Award and the Best Reviewer from the Academy of International Business.



Sittharmanin “Pam” Susamawathanakun

Managing Director, OH!Rich

Sittharmanin “Pam” Susamawathanakun is the managing director of OH! RiCH (SRT Forex Company Limited), and a well-known and respected figure in the currency exchange industry.

Pam embarked on her career journey at Superrich Thailand, a prominent family-owned currency exchange business, and has since taken the helm at OH! RiCH, her own currency exchange brand. Her vision is to drive and guide her company into the digital era, all while ensuring that OH! RiCH delivers the most enriching currency exchange experience to its customers.

Pam’s ultimate goal is to forge a company that not only prioritizes competitive rates but also places paramount emphasis on offering an exceptional customer service journey.

Her distinctive approach to bottom-up management focuses on empowering her staff to reach their fullest potential, which has been instrumental in OH! RiCH’s continuous growth, now boasting eight branches scattered across Bangkok, with plans for further expansion in 2024.

Pam is a graduate of Thammasat University and holds a master’s degree from Kingston University, United Kingdom.



Dr. Nahathai Thewphaingarm

Vice Minister for the Office of the Prime Minister to Deputy Prime Minister, Phumtham Wechayachai

Dr. Nahathai Thewphaingarm is currently the Vice Minister for the Office of the Prime Minister in Thailand. Her extensive public service career included such roles as the Head of Education and Human Resource Development Policy in the Pheu Thai Party Executive Committee and Advisor to the Committee of Education. From 2018 to 2021, she served as the Prachachat Party's Deputy Leader. During the election period in 2019, she was nominated as the Prime Ministerial candidate for the Prachachat Party. She was also a member of parliament for the Huaykwang Wattana Constituency, Bangkok, in 2005.

With a strong focus on education policy, Dr. Nahathai has managed the Canadian International School of Thailand and Thewphaingarm Canadian Bilingual School. She has played a significant role in the field of education and taken various positions such as Assistant Secretary to the Minister of Education, Advisor to the Minister of Education, and member of the Education Committee. Her passion is in lifelong learning and Human Capital development. Globally, she was selected as a member of "A Young Global Leader 2006" by The World Economic Forum.

She has been awarded certificates of achievement such as Thammasat World Leadership from Thammasat University and Leadership and Public Policy for the 21st Century from Harvard University. Dr. Nahathai holds a PhD from the University of Wisconsin–Madison in Educational Administration.



Peerapan Tungsuwan

Partner, Global Executive Committee Member, Baker McKenzie

Peerapan is a Member of the Global Executive Committee of Baker McKenzie and a highly experienced Corporate and M&A partner with a focus on healthcare, consumer goods, and sustainability. With over 40 years of expertise, she's guided numerous leading healthcare clients through complex mergers and acquisitions, joint ventures, and corporate restructuring. She also leads the Sustainability Group and Healthcare & Life Sciences Industry Group in Bangkok and co-heads the Investigations, Compliance & Ethics Practice Group. In October 2022, she was elected to the Global Executive Committee, where she collaborates with firm leadership to drive business strategy.

Peerapan's notable achievements include advising a multinational pharmaceutical company on licensing into the first biopharmaceutical company in Thailand and facilitating the development and manufacture of a COVID-19 vaccine for the Thai and Southeast Asian markets, a groundbreaking accomplishment under challenging circumstances.

Her impressive client portfolio includes Fortune 500 companies, multinational manufacturers, pharmaceutical and healthcare firms, and oil and gas companies. She is recognized for her expertise and has received prestigious awards, including being named a 'Leading Individual' in Corporate M&A (2013-2020), earning a place in the Hall of Fame in Corporate M&A by the Legal 500 Asia Pacific since 2020, and being designated a 'Notable Practitioner' in Life Sciences Chambers Asia-Pacific (2014-2015). In 2019, she was honored as a 'Client Choice winner' for Healthcare & Life Sciences by Lexology.

Peerapan's educational background includes a LL.B. from Chulalongkorn University in 1983. She also earned an LL.M. with Merit from The London School of Economics and Political Science in 1993. Additionally, she holds a certificate in Orientation to US Law from the University of California, Berkeley, obtained in 1991. In 2009, she completed the Programme of Senior Executives on Justice Administration from the National Justice Academy Judicial Training Institute Office of the Judiciary.



Ruth Vachon

CEO, Réseau des Femmes d'affaires du Québec

With over 30 years' experience in entrepreneurship, Ruth Vachon is a passionate contributor to the growth of women entrepreneurs and businesswomen in Quebec.

She is a reference in supplier diversification and women's entrepreneurship, particularly in the French-speaking world. She contributed to the drafting of a recommendation for the 2019 G7 Summit and to the definition of female entrepreneurship (ISO standard).

Her innovative approaches have led her to share her vision at numerous forums around the world, most recently at the 18th Francophonie Summit in Djerba, Tunisia. She also leads trade missions for women entrepreneurs in Canada, the U.S., Europe, and Africa. In collaboration with the Caisse de dépôt et placement du Québec, she created RFAQ+, a digital platform equipped with artificial intelligence to enable women-owned businesses to offer their products and services to large national and international corporations.

She is a member of the UN Women's WE Empower Advisory Group, Ryerson University's Women Entrepreneurship Knowledge Hub, and co-founder of the Alliance on Feminized Leadership.

Committed to equity in business and supplier diversification, she is the recipient of numerous awards, including:

- Nominated by UWomen (2022);
- Universal Womens Network's top 100 most influential women in Canada by Women's Executive Network (2018), and;
- Five distinctions awarded by WEConnect International, including Woman Most Committed to the Inclusion of Women Entrepreneurs in Corporate Supply Chains.

Since 1981, the Réseau des Femmes d'affaires du Québec has been accelerating the growth of female entrepreneurs and businesswomen so that they achieve inspiring success and are able to shine around the world. To do so, it implements concrete strategies that inspire, connect, and propel women to new heights to amplify the economic impact of our female entrepreneurs and businesswomen. So, in 2023, the Quebec Businesswomen's Network joined the international grouping Femmes chefs d'entreprises mondiales (FCEM), which brings together more than five million women-owned businesses. This membership gives the RFAQ a rich and unique opportunity to develop links with other organizations from 120 countries.



Dr. Natenapha Wailerdsak (Yabushita)

Associate Professor, Department of Organization,
Entrepreneurship, and Human Resource Management,
Thammasat University

Dr. Natenapha Wailerdsak (Yabushita), is an associate professor in the Department of Organization, Entrepreneurship, and Human Resource Management at the Thammasat Business School.

A graduate of the University of Tokyo with a PhD in economics, her research areas of interest are women entrepreneurship, gender in management, and East Asian economic development and social policy. Additionally, she held the position of assistant professor at the Institute of Advanced Studies on Asia, the University of Tokyo, and served as a Visiting Scholar at the School of Economics at the University of the Philippines.

From 2013-16, she was the director of the Japanese Center, Institute of East Asian Studies at Thammasat University and the editor-in-chief of *Japanese Studies Journal*. In 2022, she was awarded the National Research Award from the National Research Council of Thailand for her research titled *Shining through the glass ceiling: Female managers and gender inequality*. Her latest book, *Business groups and the Thailand economy: Escaping the middle-income trap*, was published by Routledge in May 2023.



Kiyo Weiss

Senior Director, Sales Asia Pacific, Air Canada

Kiyo joined Air Canada as Japan Sales and Marketing Manager in 2009, becoming general manager in 2013. Currently, as senior director sales (Asia Pacific), she has the expanded responsibilities for passenger revenue generated by all jurisdictions in the region including Japan, China, Hong Kong, South Korea, Thailand, Australia, New Zealand, and other Southeast Asian countries.

In Japan, Kiyo managed the growth of Air Canada from one daily flight to six dailies by 2019, helping to make the Japan route one of the most profitable worldwide. Currently, she is leading the reintroduction and expansion of flights to the Asia Pacific region.

Before joining Air Canada, she worked for United Airlines, holding various key management positions, including reservations and ticket office manager for Japan and district sales manager for Eastern Japan. Prior to United, she worked for Business International (British Economist Group Consulting Company) as a researcher and for Mitsui and Co., Ltd.

Kiyo has a Bachelor of Arts in English and American Literature from Aoyama Gakuin University and has recently accepted an appointment to the University's Board of Directors. She also studied simultaneous translation at Simul Academy and completed a one-year JMEC (Japan Market Expansion Competition) program developing market strategy for a financial corporation seeking to enter the individual High Net Worth market.

She is a former governor of the Canadian Chamber of Commerce in Japan, an advisor for the Kids Earth Fund, a Nobel prize-nominated NPO, and the President of Aoyama's Professionals' Society, the university's largest business-focused alumni group.



Sara Wilshaw

Chief Trade Commissioner of Canada and Assistant Deputy Minister, International Business Development

A senior government executive with over 30 years of public service experience, Ms. Wilshaw is currently Chief Trade Commissioner and Assistant Deputy Minister at Global Affairs Canada. In this role, she leads a global team that helps Canadian businesses explore international markets, find new customers and partners, problem-solve and promote growth through exports. (tradecommissioner.gc.ca). Sara also leads work across global trade support services, including export finance, foreign investment, recruitment of international students and responsible business conduct.

Prior to this, Sara served as Director of Operations, Foreign and Defence Policy Secretariat at the Privy Council Office. In this role, she provided strategic analysis on matters concerning Canada-U.S. relations, Latin America, trade, climate change, human rights, and the United Nations.

Sara's experience on Canada-U.S. relations also includes as Director General for North America at Global Affairs Canada during the renegotiation of NAFTA and as Canada's Consul General in Dallas. She has also served abroad as Minister Commercial at the High Commission of Canada in India, at Canada's Permanent Mission to the World Trade Organization in Geneva, and at the Embassy of Canada in Japan.

Ms. Wilshaw is a graduate of York University's International Relations and Economics program. She is married and has two children.



Gasinee Witoonchart

Associate Professor and Rector,
Thammasat University

Ms Gasinee's motivation to reinvent Thammasat for the people and the future comes from her close ties with the university. She spent her student years in Thammasat Business School, where she obtained a bachelor's degree in business administration.

She then completed her master's in business administration from the University of Texas at Austin in the United States. She became a lecturer at Thammasat and Dean of Faculty of Commerce and Accountancy in the 1990s while advising some private companies and government offices.

Becoming Thammasat University's rector in 2017, Ms Gasinee has set three missions to realize the university's vision — adopting innovation and new technology in the university's operation and teaching; building new leaders; maintaining Thammasat's spirit to serve the people and the society, and translating this spirit into every study program, course, and activity.

These missions have been integrated into every aspect of the university, from its operational management, projects and initiatives, and research to campus life.

Her key to be a successful leader is to look inward to the university to find its strength and weakness while looking outward to the international communities to find new solutions and know-how.

CALICO



Derme&co



GENE BIO MEDICAL



LYDIA.ai



pardeux e-learning | gamification

COMPANY PROFILES



Polystyvert Circular economy for styrenics





Kathleen Chan

CEO

CALICO



COMPANY DESCRIPTION

Calico is a single platform for fashion brands and their factories to procure, produce, and finance the goods they manufacture. Calico's platform and vetted global factory network help retail and DTC brands across the world mitigate supply chain uncertainties, automate manual production tasks, and activate new supplies approximately 12 times faster. Calico works with apparel, accessories, and footwear brands, doing C\$5 million to C\$50 million in revenues to source and manufacture their goods globally. Calico then pairs them with vetted manufacturers across regions in Latin America and Asia to activate their production orders. Women-owned and founded, 87 per cent of Calico's brand clients and partner factories are owned or led by women and BIPOC founders.

UNIQUE VALUE PROPOSITION

Calico is working on democratizing the way brands, big and small, source, produce, and buy custom products at scale. Historically, scaling brands lack the access and financial capacity to discover and produce with best-in-class factories. On the flip side, the world's best factories are not always the best marketers, leaving them at a disadvantage when it comes to growing their business sustainably. Calico fixes this by democratizing factory discovery, de-risking production orders through our proprietary term structure and giving production teams the tools to deliver peace-of-mind orders.

SECTORS SERVED

Fashion and manufacturing, ICT

TARGET ORGANIZATIONS

Manufacturers are the primary target organizations for us. We are looking for factories that produce jewelry and apparel with the ability to service small- and medium-sized orders, focused on sustainability and/or ethical production, and capable of taking on North American customers. We would also like to target mills and trade associations in the apparel and jewelry space.

OBJECTIVES

We are looking to set up new commercial partnerships with factories, get acquainted with local trade associations for on-the-ground support, and establish the foundation for successful long-term business relationships.



Dr. Allison Sekuler

President & Chief Scientist



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. CABHI started its journey in 2015 when it received a five-year investment of C\$124 million from the Government of Canada through the Public Health Agency of Canada, the Government of Ontario through the Ministry of Colleges and Universities, and the Baycrest Foundation. CABHI is powered by Baycrest, one of the world's top research institutes in cognitive neuroscience.

The prevalence of age-related brain disorders like Alzheimer's disease, the principal cause of dementia in seniors, is rising in Canada as the older adult (65+) population increases. The number of Canadians with dementia is projected to exceed a million by 2031, creating

demand for low-cost and effective innovation in the sector. CABHI provides funding and support to businesses in the brain health and age-tech sector.

UNIQUE VALUE PROPOSITION

CABHI's partnerships with international innovation consortia and high-profile companies from major global innovation hotspots, including Silicon Valley and Israeli tech incubators, are rising. For instance, the Aspen Tree at the Forstias project in Bangkok, Thailand, which Baycrest, CABHI's sister organization, manages, is estimated to provide holistic aging care services from 2024. As Baycrest has over 100 years of expertise in research and innovation, specialized hospitals and residential support for older adults, CABHI's association with Baycrest gives it a competitive advantage over similar solution accelerators.

SECTORS SERVED

CABHI works with partners in the health care, science, industry, not-for-profit and government sectors to fund and support innovations in the brain health and age-tech sector.

TARGET ORGANIZATIONS

We seek expansion, distribution and funding opportunities for the Canadian companies in our network. We aim to identify companies that can support further development of our residential and care enterprises in partnership with companies operating in the age-tech and related sectors.

OBJECTIVES

We want to facilitate partnerships among businesses in our network, other delegates, and relevant organizations in South Korea and Thailand. We also seek investments from South Korean and Thai age-tech companies.



Manon Pilon

Vice President, Business Development

Derme&co



COMPANY DESCRIPTION

Derme&Co has been manufacturing and distributing premium skin care and spa products and medical spa equipment for the last 25 years. With a presence in Chile, Mexico, the Middle East, the EU, and the U.S., Derme&Co has built a strong reputation as a one-stop solution for innovative skin care and spa products. The company's Nelly De Vuyst® and Méthode Physiodermie brands offer anti-aging, rosacea, acne, and feminine care products. Its EuropeLab division offers turnkey private label and contract manufacturing solutions. Derme&Co also sells equipment, including Visia, Reveal, Sheerwave IPL, Laser, RF micro-needles, and assorted spa and medical spa beds.

Derme&Co also partners with business customers, including

spas, medical spas, physicians, and other skin care professionals and provides them with the required training for using skin care supplies and equipment.

UNIQUE VALUE PROPOSITION

Derme&Co possesses COSMOS (COSMetic Organic and Natural Standard) certification issued by Ecocert Canada, confirming that its products meet minimum industry requirements to be considered organic or natural. The company's award-winning baby care, dermatology and feminine care solutions set it apart. Derme&Co has also received ECORESPONSIBLE™ Certification, level 1, testifying to the organization's commitment to sustainable development in all company activity spheres (from strategic decision-making processes to daily operations).

SECTORS SERVED

Derme&Co sells skin care and spa equipment to both consumers and businesses. It also engages in private label and contract manufacturing.

TARGET ORGANIZATIONS

We aim to partner with multi-brand retailers, specialty skin care shops, spa and medical spas, and other relevant companies in the South Korean and Thai markets to distribute our products. We are also very interested in finding partners willing to create private label products in Derme&Co facilities.

OBJECTIVE

One of our key targets is to find local South Korean and Thai distributors. We also seek private-label manufacturing partnerships with local skin care brands.



Suzie Talbot

President



COMPANY DESCRIPTION

Founded in 2006, Diex Recherche is a fast-growing company in the pharmaceutical industry that conducts clinical trials. We have five clinical sites all over the province of Quebec that complete trials from phase I to phase IV, with a focus on phases II and III. At Diex Recherche, a clinical trial can be initiated in less than one month due to our robust ethics committee and dedicated startup team. Once the study starts, we rely on a team at each site to oversee recruitment, retention, advertising, budgeting, and patients' visits. Diex Recherche conducts studies in various therapeutic areas like cardiology, dermatology, rheumatology, psychiatry, neurology, diabetes, obesity, etc.

UNIQUE VALUE PROPOSITION

Our unique business model has propelled Diex to be considered among the best sites to work with in the world by many pharmaceutical and CRO companies. All of our offices are located in the heart of medical sources, with employees working under the same SOPs and supported by the same management team. Diex Recherche's platform includes different dedicated teams for the success of a trial: recruitment, marketing, business development, budget and contract, quality assurance, data entry, and regulatory and clinical teams. This model has been successful by offering a turnkey solution for physicians wishing to offer extra therapeutic options to their patients but also by offering the

industry one point of contact for five sites for more efficiency.

SECTORS SERVED

Health care, biotech, pharmaceuticals

TARGET ORGANIZATIONS

We are looking to connect with pharmaceutical companies to grow partnerships and share best practices. We would also like to meet with contract research organizations.

OBJECTIVES

We are hoping to build connections in South Korea in the areas of research and development while simultaneously growing business relationships with like-minded companies. We are also looking forward to meeting other women entrepreneurs in this impressive delegation.



Jessica Hu

CEO



COMPANY DESCRIPTION

At Gene Bio Medical, our mission is to develop and apply innovative technologies to diagnose and treat human diseases. We strive to provide the highest quality products and services to our customers and to the healthcare community. Our goal is to build a world-class biotechnology company that provides efficient, cost-effective, and reliable solutions to improve health and quality of life. Gene Bio Medical is dedicated to the research and development, manufacturing, and commercialization of high-precision, low-cost, and effective diagnostic technologies that improve human health. We provide a wide range of services, including molecular diagnostics, drug discovery, genomics, proteomics, and bioinformatics. Gene Bio Medical

has rapidly developed into an industry leader in molecular diagnostics technologies, with an additional division in nature health supplements. The company manufactures and markets its own products, develops new innovative products, and collaborates with the health-care ecosystem to bring innovations to people.

UNIQUE VALUE PROPOSITION

Gene Bio Medical is focused on providing innovative biotech solutions to the world. We have advanced capacity in R&D and product commercialization. Aiming to develop reliable and high-quality diagnostics technologies to help healthcare systems overcome pandemics and outbreaks in the future, Gene Bio Medical has quickly become one of the largest licensed suppliers and manufacturers of Class IV medical

devices in Canada. The velocity of our Class IV medical devices allows us to produce at a price point that is competitive with alternatives.

SECTORS SERVED

Health care, manufacturing

TARGET ORGANIZATIONS

Gene Bio Medical is a Canadian company with solutions targeted at Canadian public health priorities. During this trade mission, we would like to learn about the public health priorities of South Korea and Thailand. We are also looking to connect with locally established life sciences companies and investors.

OBJECTIVES

We are hoping to attract local partnerships throughout this trade mission while also promoting our brands.



Madison Guy
Chief Operating Officer



COMPANY DESCRIPTION

GrantMe is a B2C education technology platform that helps students make informed decisions about their education and careers. We do this in two ways: first, we help students find the right school and help them with the admissions process; and second, we match them to scholarships and other award opportunities to help students pay for school. GrantMe’s technology facilitates matching and application support for families, making it easier for students to plan their post-secondary journeys. We have a wide range of products that families can choose to purchase, and once they have access to the platform, we upsell and cross-sell them additional offerings.

UNIQUE VALUE PROPOSITION

GrantMe has the ability to increase students’ certainty in

achieving their goals of getting into their top choice post-secondary school/program and graduating debt-free. We combine this with a unique blend of always-accessible technology, a feedback loop based on data that is always improving, and world-class education consultants to coach them. With this unique blend of technology and human support, we can keep parents and guardians in the loop to maximize a student’s chances of success. GrantMe’s technology is disrupting the traditional education consulting industry, which has historically been a brick-and-mortar experience. Leveraging technology has allowed us to make our platform accessible to any student and family regardless of who or where they are.

SECTORS SERVED

Educational technology

TARGET ORGANIZATIONS

We are looking to build partnerships and sign agreements with high schools, English language schools, and international student agents.

OBJECTIVES

We are hoping to connect with English language schools and local international agents. We would also like to develop business relationships with international schools in South Korea and Thailand. Our ultimate goal is to assist students in the destination markets looking to study in Canada by offering our platform as a resource.



Christina Cai

Co-Founder & COO

LYDIA.ai

COMPANY DESCRIPTION

Lydia AI is an applied artificial intelligence (AI) company on a mission to insure the next billion people. Lydia AI offers a cloud-based AI risk prediction engine as a Software as a Service (SaaS) to insurance companies. We sell SaaS licensing of our AI risk engine to insurance companies and offer professional services for integration and training. Insurance companies tap into our company's risk prediction engine to make instant, accurate, dynamic health risk predictions based on alternative data. These predictions can be incorporated throughout the insurance journey, and these actuarially validated health scores are used to make personalized customer experiences and improve underwriting practices.

UNIQUE VALUE PROPOSITION

Insurance companies struggle to develop competitive insurance

products that can be purchased easily. For life and health insurance, people are often offered rigid insurance products that they need to get a medical exam in order to purchase. We help insurance companies use new sources of alternative data (wearables, government open health data, etc.) to develop new insurance products that can be purchased instantly using digital data to underwrite. We are the only digital risk score in Asia that has been validated by re-insurers as an accurate risk assessment marker for the largest number of different insurance product types. The validation gives us an unparalleled advantage of enabling more insurance products to be underwritten using our health score, giving customers a diverse personalized experience that best meets their needs.

SECTORS SERVED

Information Technology, Insurance, AI, SaaS

TARGET ORGANIZATIONS

We would like to connect with senior executives in South Korea and Thailand who are leading digital transformation and customer experience at insurance companies. We are also looking to conduct an investor road show with various regional investors who are focused on fintech.

OBJECTIVES

As a first-time founder who started Lydia AI out of college, Christina's main objective for participating in this trade mission is to learn alongside seasoned business executives within the delegation.



Susan Blanchet

CEO & Co-founder



COMPANY DESCRIPTION

Origen Air is an emerging cleantech and wellness company specializing in air purification system development. It is our mission to make people smarter, to improve health and longevity and to reduce the need to pull new air into buildings. Our product, the Pinnacle, removes particulate matter 2.5 (PM2.5), carbon dioxide (CO2), and volatile organic compounds (VOCs) from indoor air by incorporating patent-pending genetically engineered golden pothos ivy plants, IoT, MERV filters, and AirGradient air sensors. Our natural air purifiers for commercial spaces are sold outright or leased through subscriptions with options for maintenance, air quality monitoring, and environmental data reporting. Coming fall 2023, Origen Air will be launching a home/desktop air purifier unit with our signature pre-filter, plants, and indoor air quality sensors.

UNIQUE VALUE PROPOSITION

Origen Air's unique value proposition lies in our patent-pending genetically enhanced pothos ivy. It has been genetically modified with an enzyme found in our liver that breaks down environmental toxins. Some competitors use regular plants, which are scientifically proven not to remove volatile organic compounds causing cancer and other diseases. In a published journal double-blind study of Origen Air's genetically enhanced pothos ivy, the plants removed 82-100 per cent compared to regular plants. Competitors primarily use mechanical air purifiers

with HEPA filters, which only remove particles PM 1 and larger. Origen Air removes particles down to parts per billion, which are linked to the development of a variety of health complications. Mechanical air purifiers require frequent cartridge filter replacements, producing a large amount of plastic and metal waste. No competitors offer digital advertising and branding opportunities within their devices.

SECTORS SERVED

Secondary (finished goods construction/HVAC), tertiary (retail, hospitality, corporate), and quaternary (government, education, airports, transportation).

TARGET ORGANIZATIONS

We are looking to partner with commercial real estate management and professional offices and institutions. Both target organizations are experiencing post-pandemic health and safety concerns, as HVAC systems are unable to provide locally clean air where people need it most (boardrooms, patient treatment rooms, etc.)

OBJECTIVES

We are looking to build relationships with distributors and organizations with similar sustainability and health goals for improving indoor air quality. We aim to learn more about the critical issues facing the business environment (e.g. gender inclusivity and bilateral trade) during the public conferences.



Béatrice Robichaud

Vice President, Marketing and Customer Experience and Co-founder



COMPANY DESCRIPTION

Panthera Dental designs and manufactures custom-made dental restorations, sleep-breathing disorder solutions, and implantology products using proprietary CAD/CAM processes, smart manufacturing, and superior-quality materials. The Québec City-based company has a highly skilled team dedicated to providing the highest quality outcomes and delivering state-of-the-art solutions to dental, medical, and sleep professionals. Panthera's newly established facility is dedicated to the automated manufacturing of dental and medical prosthetic products and dental sleep appliances.

After 10 years of active sales and marketing in Canada, Europe, and the U.S., Panthera has approximately treated 100,000 patients and gained 5,000 loyal customers across 35 countries. Since 2020, Panthera has been expanding its international presence and has set up offices in France, Germany, and the U.S.

UNIQUE VALUE PROPOSITION

The Company has built a robust industrial and digital manufacturing business following Industry 4.0 principles, allowing Panthera to produce with the highest quality and the fastest lead time in the industry and provide real-time production workflow information to customers. Panthera has six proprietary software, including proprietary 3D design software and a 4.0-engineered in-house workflow tracking system. To ensure that the final output is precisely designed as per the design software input, Panthera has also invested in sophisticated industrial scanning and manufacturing equipment.

SECTORS SERVED

The company works mainly with dental clinics, hospitals, and sleep centres to encourage them to prescribe Panthera products as an alternative to Continuous Positive Airway Pressure (CPAP). Panthera also works with associations and

government institutions (e.g. Canadian Forces) to treat patients and create awareness regarding sleep apnea.

TARGET ORGANIZATIONS

We are primarily seeking partnerships with dentists and relevant health-care professionals and organizations. We are also aiming to collaborate with universities and local governments to research sleep apnea, create awareness, and promote our products as solutions. Previously, we have established rapport with the French government to include our products in the covered solutions to treat sleep apnea.

OBJECTIVE

We are seeking local distributors and research and development opportunities in the South Korean and Thai markets. We also want to adapt our products to comply with local market regulations and be recognized by private and public health insurance programs.



Nathalie Lessard

President



COMPANY DESCRIPTION

Since 2010, Pardeux has been creating customized interactive training modules that incorporate innovative elements such as simulators, virtual reality, and games. They offer comprehensive services, starting from the initial design phase and extending to production, catering to clients from various sectors, including public, private, and government organizations, as well as training centers and educational institutions.

Pardeux's team comprises experts in andragogy, interactive scriptwriting, and game design, complemented by a pool of talented professionals covering areas like video production, animation, 2D/3D computer graphics, programming, and multimedia integration. The

company has established partnerships with colleges and universities to tap into subject matter expertise when needed, particularly in cases where such expertise is not readily available at the client's location. This collaborative approach enables them to offer hybrid services, combining asynchronous and synchronous training methods to create hybrid courses.

UNIQUE VALUE PROPOSITION

With its distinctive knowledge transfer approach and specialized tools, Pardeux crafts interactive and immersive learning encounters that yield exceptional outcomes. The company has innovatively designed its proprietary creation tool, 'zest,' ensuring compatibility with industry standards and adhering

to Web Content Accessibility Guidelines (WCAG).

SECTORS SERVED

Education technology

TARGET ORGANIZATIONS

We are targeting two categories of organizations. First, we would like to partner with large corporations with multiple branches and a substantial workforce that requires training in various languages. Secondly, we want to collaborate with training centers or educational institutions to establish a local presence.

OBJECTIVES

We aim to foster partnerships in the form of local distribution agreements and joint ventures with large companies, universities, and other educational institutions.



Tanya Lynn Davis

CEO



COMPANY DESCRIPTION

PELMO International offers tailored English language assessments and training services for various industries, including health care, information technology, and the oil and gas sector. PELMO's approach to testing and training ensures faster learning for learners. PELMO's online English language assessments are low-stress, affordable, customized, and easily accessible. One of PELMO's flagship programs is the International Business Communication Program, which empowers employees to enhance their communication skills and contribute to their company's success. The company also offers professional consulting services to post-secondary institutions seeking internationalization support and businesses aiming to recruit, acclimate, and train non-native English speakers.

UNIQUE VALUE PROPOSITION

PELMO International offers tailored business communication

training programs designed specifically for international businesses. These programs enable companies to save time and money by training their own in-house trainers. PELMO provides ongoing and invaluable professional development opportunities, empowering businesses to grow and maintain a competitive edge in their market. Additionally, PELMO's online customized English language assessments provide employers with essential information about employees' English language proficiency, eliminating the need to wait for weeks for results from standardized language tests like IELTS.

SECTORS SERVED

Education Technology

TARGET ORGANIZATIONS

We aim to serve two primary target groups — large companies with an international presence and small and medium-sized enterprises (SMEs). We seek partnerships with established multinational corporations that

already have English-speaking employees and can greatly benefit from our advanced-level offerings, including the International Business Communication program and the Train the Trainers program. These programs are designed to enhance the communication skills of their workforce and drive professional growth within the company. We also target to cater to SMEs looking to improve their English language communication capabilities to unlock new market opportunities.

OBJECTIVES

Our goal is to engage with a minimum of 30 companies that express interest in our services within three months of our return. We also aim to secure partnership agreements with companies in each country.



Tatiana Estevez Carlucci

Founder & Chief Executive Officer



COMPANY DESCRIPTION

Permalution specializes in the development and implementation of fog and cloud water collection technology. Permalution offers eco-friendly fog and cloud water assessment services, which consist of four different modules for cloud and fog water collection. They also provide installation and maintenance services to ensure the effective operation of their systems. While traditional rainwater is considered vertical precipitation, Permalution focuses on harnessing horizontal precipitation from fog and clouds, which can yield up to three times more water. The company's mission is to introduce this unique water source to the world using its cutting-edge technology, including the Fog Atlas, Water Radars, and Fog Collectors.

Permalution's technology is a cost-effective alternative to desalination plants. It also outperforms rainwater collection

in terms of water yield. Its technology is also a safer and more sustainable option compared to groundwater extraction.

UNIQUE VALUE PROPOSITION

Permalution's key strength lies in its exclusive database and algorithm, which enables it to predict fog and cloud concentrations within specific regions, forming the foundation for its Fog Atlas-based water collection projects. Water Radars is a distinctive measuring tool designed to assess cloud and fog conditions to deliver a cost-benefit analysis for each project. If the company can harness fog and cloud water resources on a global scale, it can offer a significant solution to address the world's pressing challenges related to water access and climate adaptation.

SECTORS SERVED

Water management, cleantech

TARGET ORGANIZATIONS

We aim to engage with water utility service providers in Thailand to propose the installation of our initial fog water collection project. We also seek to connect with tech centers and manufacturing plants in South Korea to better comprehend the specific water-related challenges faced by these facilities and explore potential interest in integrating steam recycling modules into their cooling towers or industrial processes.

OBJECTIVES

Permalution's primary objectives are to gain a deeper understanding of market needs and interests related to their innovative water source solutions and to identify a strategic partner for the initial deployment of their technology, which will serve as a means of market validation for their steam recycling applications.



Nathalie Morin

CEO

Polystyvert
Circular economy for styrenics



COMPANY DESCRIPTION

Polystyvert is a Montreal-based clean technology company that recycles and establishes a circular economy for plastics. Using its unique dissolution recycling process, Polystyvert can recycle plastic waste that is usually not recycled due to high contamination levels. Polystyvert provides recycled raw material of unparalleled purity that can replace virgin plastics while reducing greenhouse gas emissions up to 90 per cent. In addition, Polystyvert's innovation has been patented in more than 20 countries and offers a sustainable alternative to virgin plastics for industries such as electronics, toys, packaging, and automotive.

UNIQUE VALUE PROPOSITION

Polystyvert's technology offers the shortest closed loop for

polystyrene recycling and reduces GHGs by up to 90 per cent. Polystyvert operates and recycles in low temperatures and without water, offering low energy consumption, low production costs, and reduced environmental impact. As the process is capable of removing any contaminant, Polystyvert has access to a large quantity of waste with no other outlet. This opens the door to a circular economy for highly contaminated plastics. By employing Polystyvert technology, plastic waste can be effectively recycled, reducing the dependence on new plastic production and contributing to a more sustainable approach. It ensures that the produced plastics remain in circulation indefinitely and minimizes its impact on the environment.

SECTORS SERVED

Environment and waste management, cleantech

TARGET ORGANIZATIONS

We are looking to partner with companies in the PS and ABS value chain, such as PS and ABS resin manufacturers, collectors, and brand owners, among others. We hope to find companies that are willing to buy our PS recycling technology or partners to help scale up our ABS technology for demonstration purposes to sell to customers.

OBJECTIVES

As many Polystyrene (PS) and Acrylonitrile Butadiene Styrene (ABS) users are based in Asia, particularly in South Korea, Taiwan, and Japan, we wish to pursue discussions with potential partners in this region. Our aim is to increase visibility in these markets and find partners.



Bronwyn Bridges

CEO



COMPANY DESCRIPTION

PragmaClin has developed a remote patient monitoring system for assessing Parkinson's Disease (PD). The system uses cameras to collect motor data and surveys for non-motor data and objectively applies a disease severity score from normal to severe, eliminating the need for in-clinic visits. Affecting 10 million people worldwide, PD is one of the world's fastest-growing neurological disorders, with a doubling rate of 20 years and a current health system burden of US\$52 billion (C\$71.5 billion) in the U.S. alone. PRIMS (Parkinson's Remote Interactive Monitoring System) is an out-of-the-box, fully integrated system that monitors, analyzes, and rates the severity of PD symptoms remotely and objectively. PRIMS improves accessibility, especially for rural patients, and makes the clinician's job of assessing PD patients easier, faster, and more accurate. PRIMS will decrease health-care costs by reducing clinic and emergency department visits. Canadian

public health authorities currently send urban-based neurologists to rural areas to treat neurological patients. Clinic visits, even in urban areas, are at best yearly due to the shortage of neurologists and the increasing number of neurological patients. Crisis looms as neurology graduates decrease while patient numbers rise dramatically.

UNIQUE VALUE PROPOSITION

Our first innovative product, PRIMS, is a remote monitoring/assessment tool for grading the severity of disease in Parkinson's patients. Clinical assessment procedures are highly subjective. PRIMS is a fully integrated system that monitors, analyzes, and rates the severity of PD symptoms remotely and objectively. The high volume of granular data collected will enable clinicians to tailor treatment on an individual basis. The technology will offer Big Pharma sponsors a solution that reduces inefficiencies and costs to perform clinical trials. PRIMS uses

depth cameras to capture motor data following the Movement Disorder Society's Unified Parkinson's Disease Rating Scale (MDS-UPDRS), which is used by neurologists as a standardized assessment method.

SECTORS SERVED

Health care technology

TARGET ORGANIZATIONS

Diseases like Parkinson's are expected to become more prevalent in South Korea and Thailand as the elderly population grows. We are looking to partner with organizations that shape digital health policies and innovation, such as medical associations, tech startups, academic institutions, pharmaceutical companies, and telemedicine providers.

OBJECTIVES

We are aiming to identify potential local partners and investors, gather feedback for product localization, and boost brand visibility as an innovator.



Emily Bland

CEO & Founder



COMPANY DESCRIPTION

SucSeed brings its socially produced hydroponic gardens to classrooms and rural communities to help teach about sustainable agriculture, healthy eating, and waste reduction. Community members and students gain valuable knowledge and skills while growing fresh, healthy produce. SucSeed's hydroponic gardens are produced in partnership with Choices for Youth, providing at-risk and homeless youth in St. John's, Newfoundland and Labrador, with meaningful employment to help them get the skills and experience needed for competitive employment. The gardens are 99 per cent Canadian-sourced, operate on less than 30 cents per day and can grow over 1,000 varieties of produce. In 2020, a line of children's books called the *Sustainable Superheroes* were created to support the learning experiences. Currently, over 1,500 classes in Canada are using the storybook. SucSeed is a certified

B Corp and a Social Purchasing Partner, certified by Buy Social Canada.

UNIQUE VALUE PROPOSITION

SucSeed systems use 90 per cent less water than traditional agriculture methods. A full-sized tomato takes, on average, 12.5 litres of water to grow, while a SucSeed garden can grow a tomato with approximately 1 litre of water. Agriculture accounts for approximately 70 per cent of the world's freshwater usage. At SucSeed, the social core of our business model is creating a social impact through our products and business activities. To date, our systems are fabricated by youth experiencing barriers to housing and employment. Throughout the lifetime of the company, over 40 at-risk and homeless youth have been employed. SucSeed is among the very few companies in North America that socially produce hydroponic gardens and offer complementary educational programs.

SECTORS SERVED

SucSeed's hydroponic gardens are sold online to consumers and wholesale to gardening stores, school boards, and food security organizations. The children's book line — *Sustainable Superheroes* — are sold to school boards.

TARGET ORGANIZATIONS

We plan to enter the South Korean and Thai markets by partnering with local partners to recreate our *Sustainable Superhero* series. We are also seeking on-the-ground distributors and relationships with regional school boards. Once a market fit is established, we will invest in creating local supply chains for hydroponic gardens and replicate the business model we have been following in Canada.

OBJECTIVE

We want to foster collaboration with South Korean and Thai partners to localize and distribute our products.



Lily Tse
Founder & CEO



COMPANY DESCRIPTION

Think Dirty is the #1 beauty ingredients app that connects ingredient-conscious beauty shoppers to natural beauty brands and empowers consumers to support beauty brands that are most ethical and sustainable in their manufacturing practices. Our platform engages both consumers and brands to make healthier and socially responsible choices when it comes to ingredient safety and a healthy environment. Over five million consumers currently use Think Dirty to shop for better personal and beauty products. Currently, we have over 500 thousand products, and our app hits just over 30 million scans, with users in over 33 countries.

UNIQUE VALUE PROPOSITION

Our app focuses exclusively on beauty and personal care

and tailors ingredient-rating information to a specific audience. Other apps combine ingredient information for food and beauty products, making the ratings generic and not very useful for beauty shoppers. Think Dirty makes shopping for clean cosmetics and personal care products easy, fun, and foolproof. In addition, we combine convenience with credibility. Articles from peer-reviewed journals are linked to product reviews and summarized. We also manually verify product details, unlike some other competitors that simply rely on open-source, unsanitized data. Detailed, credible, verified health impact data is at users' fingertips with a single scan of a product barcode.

SECTORS SERVED

Cosmetics and natural beauty products, ICT

TARGET ORGANIZATIONS

We would like to meet large-scale beauty retailers, marketing managers, and major South Korean beauty product brands to see if they are looking for creative advertising channels to reach North American consumers. We are aiming to gain local distribution partnerships and investment in both South Korea and Thailand.

OBJECTIVES

To learn more about South Korean beauty brands who are interested in exporting to American and Canadian markets. We would also like to learn about how existing brands that export to North America are meeting the growing demands for Korean beauty over the past 5-10 years.



Jessica Yang

CEO



COMPANY DESCRIPTION

Tochtech is an award-winning digital health tech company based in Vancouver. We have a wholly-owned company in China and have distribution channels in Australia, China, and the U.K. To date, we have several smart hardware products and smart care platforms:

1. Toch Sleepsense: An award-winning sleep tracker that allows caregivers to monitor the safety of the elderly while they are in bed. It reports real-time sleep events for immediate response and helps to reduce falls.

2. Vericare: A hardware and software solution for supporting seniors aging-in-place that sends well-being updates and potential risk situation notifications. The technology utilizes machine learning and artificial intelligence to recognize abnormal activity and behaviour patterns that may indicate a medical condition or emergency.

3. Smarturns: Unique smart knobs for safer cooking.

4. Tochie: A voice device to support caring for seniors.

UNIQUE VALUE PROPOSITION

Tochtech is led by a strong management team that brings significant expertise in technology design, development, product commercialization and well as strong marketing and collaboration skills. We have strong, multiple award-winning and first-in-class products that are positioned to advance the senior care and seniors' home provider industries. Our cutting-edge products address the staff shortage and efficiency challenges that the global seniors' care industry is experiencing. Our products also, through their ability to support improved connection between remote caregivers and seniors looking to age independently, address caregiver gaps.

SECTORS SERVED

In the business-to-business sector, Tochtech is targeting seniors' homes and healthcare

organizations. Our products such as Vericare and Sleepsense provide valuable data that enables improved quality of care.

In the business-to-consumer sector, we are targeting seniors looking to age at home and remote caregivers supporting seniors aging in place.

TARGET ORGANIZATIONS

Tochtech Technologies currently has a footprint in Australia, China, the U.K., and the U.S. Our target businesses in South Korea and Thailand are companies that are interested in adding sleep monitoring into their total health technology and service packages.

OBJECTIVES

We want to gain firsthand insights into destination market conditions, consumer preferences, and competitive landscapes. We also hope to meet with local businesses, industry associations, government officials, and potential partners.



Meni Mancini

Founding Partner



COMPANY DESCRIPTION

TradeWorks Environmental is a woman-owned, cleantech solution provider headquartered in Ontario, Canada. Targeting hard-to-treat organic waste and wastewater, our solutions combine process, equipment, and analytics to optimize municipal and industrial treatment systems. Our solutions integrate seamlessly into existing systems to minimize or avoid capital expenditure while achieving significant performance improvements. Performance results have been demonstrated across a wide range of global use cases, enabling customers to achieve cost savings while adopting clean technology and reducing their carbon footprint. At the core of our technology are 25+ formulations of specialized microbes which use more efficient metabolic pathways to enhance biological treatment based on performance objectives. Proven applications include enhanced degradation of organics in composting and lagoon-based treatment applications; improved nutrient removal and reduced sludge production in wastewater treatment facilities; increased biogas yield in anaerobic digesters; and reduction of H₂S, corrosion, FOG (fats, oils and grease) buildup, and odours in sewer collection systems. With a global network of distribution partners, we are positioned to meet circular economy and sustainability imperatives.

UNIQUE VALUE PROPOSITION

TradeWorks Environmental's solutions can save significant costs by avoiding costly infrastructure upgrades. Our solutions also efficiently reduce

numerous cost drivers, including energy consumption, treatment alternatives, sludge disposal requirements, and costs associated with mitigating the problems we prevent, such as FOG or sludge buildup in collection and lagoon systems. Furthermore, our solutions result in major reductions in greenhouse gas emissions where financial advantages related to carbon credits or other incentives may be applicable. Implementing TradeWorks Environmental's solutions has historically yielded cost savings between 20-70 per cent due to savings in energy, chemicals, disposal and avoided treatment upgrades. Our technology is proven, and we have been successfully applying the Ydro Process® in many countries around the world with a high degree of success.

SECTORS SERVED

Cleantech, wastewater management

TARGET ORGANIZATIONS

We are looking to target organizations in South Korea and Thailand that are involved in wastewater treatment and the biogas industry. We want to meet with operators, owners, manufacturer representatives, consultants, and engineers in wastewater treatment plants and biogas facilities (both industrial and municipal).

OBJECTIVES

Our objective on this business mission is to demonstrate our sustainable technology and attract more clients.



Gina Nagano

Co-Owner & President



COMPANY DESCRIPTION

Trochek Energy was incorporated in 2021 to develop hydrogen-based solutions to the unique energy challenges in Canada's North. Trochek Energy is currently based in Whitehorse, YT, where it is an incorporated entity under the Yukon Business Corporations Act. It works with government regulators, First Nation governments, and businesses to build awareness and understanding of the benefits of renewable options, pioneer research into the infrastructure necessary to produce hydrogen, and establish partnerships for the development of energy-related infrastructure. Trochek Energy's approach to energy project development is to identify renewable energy projects that have good social licences and can contribute to local economies, and then scale these systems so that they can be paired with hydrogen-producing electrolyzers for the long-term provision of hydrogen for local consumption.

The result is an energy portfolio that meets the immediate energy demands of the community, which is largely intermittent and reliant on expensive and polluting batteries but has the long-term potential to replace community energy demand with reliable, thermal energy solutions based on hydrogen.

UNIQUE VALUE PROPOSITION

Trochek Energy is working to innovatively bridge the myriad of energy solutions that have been operationalized across the North to provide one clean and low-cost fuel source to Northern communities in the form of hydrogen. Trochek Energy's value proposition stems from its business and energy experiences, which is entirely based on the circumpolar north and relates to every stage of project development and deployment, including planning, construction, commissioning, and operation. Trochek Energy's hydrogen energy systems will improve the

intermittency of contemporary renewable energy options, expand their penetration into new sectors, and ultimately reduce energy costs for communities in the North.

SECTORS SERVED

Energy, cleantech

TARGET ORGANIZATIONS

We are interested in meeting with energy sector leaders, infrastructure developers, and emerging hydrogen distributors that are innovating to actualize South Korea's significant investment in hydrogen technologies. We believe the trade delegation is a tremendous opportunity to learn from the experience of Asian market leaders and establish new partnerships for the production and distribution of hydrogen.

OBJECTIVES

We hope to learn from the experience of Asian market leaders and establish new partnerships for the production and distribution of hydrogen.



Karine Mailhot-Sarrasin

Chief Communications Officer



COMPANY DESCRIPTION

WaterShed Monitoring aims to unite, support, and equip stakeholders of urban and natural water cycles for the good of future generations so that together we can protect our most precious resource. By helping every stakeholder in the water sector minimize their footprint, while maximizing their use of water, WaterShed Monitoring is contributing to achieve the UN's sixth Sustainable Development Goal (SDG) - ensuring access to water and sanitation for all, through insightful, sustainable management of water resources. WaterShed Monitoring brings together a team of internationally renowned scientific experts who truly care about improving water management practices. The team collaborates daily with its clients to support and empower them in the achievement of their objectives.

UNIQUE VALUE PROPOSITION

WaterShed Monitoring offers a unique combination of scientific

expertise in limnology, water distribution systems, database architecture, geomatics, and IT. This allows WaterShed Monitoring to assist water managers in the selection and implementation of proven data management methods based on best practices and most recent research trends, and propose solutions tailored to unique situations. By training and coaching employees, WaterShed Monitoring helps clients strengthen their in-house expertise, so they can get the most out of their monitoring data and improve water management. WaterShed Monitoring's Enki platform is unique because it allows for a comprehensive integration of all water-related data, in both urban and natural water cycles. By centralizing all the data gathered on the field, from probes, sensors, lab analyses, and IoT, clients avoid data loss and effort duplication, which increases their efficiency. Nerthus is the only cyanobacteria forecasting application relying on the analysis of fluctuations in the infrared and near-infrared spectrum

SECTORS SERVED

Water and waste management

TARGET ORGANIZATIONS

We are targeting environmental consulting companies that are well established in their respective markets. We would like to partner with companies that can complement its own scientific expertise in the water sector and widen its portfolio of ICT solutions for water-related data management, fair distribution of available water resources, and harmful algae bloom forecast.

OBJECTIVES

We want to take advantage of networking opportunities to learn more about water monitoring practices in both Thailand and South Korea and the stage of the digital shift in the water sector. Showcasing WaterShed Monitoring's ICT solutions would allow us to assess the readiness of both markets for innovative tools.



Sophie Howe

CEO & Co-Founder



COMPANY DESCRIPTION

Xesto Fit is a patented solution that facilitates a seamless sizing experience for online shoppers, employing a swift video scan from a smartphone to generate millimetre-accurate 3D models of users' hands or feet in less than a minute. A new user can open the Xesto Fit tool via a QR code or Smart Button on any supported brand's website's product page, scan their feet or hands in under one minute, then receive highly accurate 3D models and personalized size recommendations. Our unique technology not only replaces traditional, expensive in-store hardware but also provides unparalleled accuracy in mobile foot sizing, surpassing competitors whose tools are only accurate to the centimetre. As of now, over 150,000 organic users and several commercial partnerships rely on Xesto for

their footwear shopping needs. Xesto's collaborations extend to leading entities in the professional sports industry, luxury watch industry, and footwear industry. Recognized by Canadian Business magazine as a Top 10 New Innovator, Xesto proudly stands among Canada's most innovative businesses, transforming online shopping through its unique 3D sizing solutions.

UNIQUE VALUE PROPOSITION

Xesto's 3D sizing solution is over seven millimetres (mm) more accurate than any competitor's solution and can be used at home in under two minutes. Given the lack of size and shape standardization in shoe production, even within individual brands, hyper-accurate home scanning solutions are essential. Each mm difference in foot and shoe dimensions significantly affects fit. We have witnessed a

77 per cent decrease in footwear return rates with purchases based on our suggestions, compared to the average online return rate of 30-40 per cent in the footwear industry. In 2021 alone, a quarter of four billion pairs of shoes purchased online were returned due to bad sizing, culminating in a C\$80 billion deficit for brands and waste to landfills.

SECTORS SERVED

ICT, Software, AI, Footwear

TARGET ORGANIZATIONS

We are targeting footwear brands and stores that have an e-commerce or in-store presence. We would like to meet custom shoemakers who would benefit from remote sizing solutions.

OBJECTIVES

Our main objective is to gain new footwear clients in South Korea and Thailand, helping us expand our presence in Asian markets.

APF CANADA MISSION TEAM



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Vice-President & Mission Director



A.W. Lee
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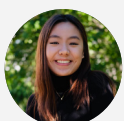
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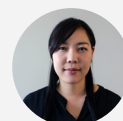
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ABOUT APF CANADA

The Asia Pacific Foundation of Canada (APF Canada) is an independent, 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 through its research, education, and convening activities, such as the Canada-in-Asia Conference series, our Women's Business Missions to Asia, and the APEC-Canada Growing Business Partnership project fostering sustainable inclusive growth and poverty reduction in APEC developing economies. APF Canada also works with business, government, and academic stakeholders to provide Asia Competency training for Canadian organizations and students.

Our research provides high-quality, relevant, and timely information, insights, and perspectives on Canada-Asia relations. It is anchored in our signature tool, the Canada-Asia Sustainability Tracker (CAST), which provides greater situational awareness for Canadian stakeholders interested in the region's development.

Our research work also includes regular Reports, Policy Briefs, Case Studies, Dispatches, Digital Media, and a weekly Asia Watch newsletter powered by CAST and its four areas of focus: Greater China, Southeast Asia, Northeast Asia, and South Asia.

