Virtual Trade Missions and Engagement: Insights from Canada

Submitted by: Asia Pacific Foundation of Canada
VIRTUAL TRADE MISSIONS & ENGAGEMENT: INSIGHTS FROM CANADA

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• Business Asia
• Perspectives Asia
• Strategic Asia
• Digital Asia
• Engaging Asia
• Sustainable Asia
• Education
Outline

From trade missions to virtual trade missions

Landscape of pre-pandemic Canadian trade missions to the Asia Pacific

Examples of going virtual/digital

Virtual / digital challenges and opportunities

A hybrid future?
Virtual Trade Missions: A Post-COVID Reality

Published: July 22, 2020
Authors: Scott Harrison, Yiwei Jin, Robin Asgari

https://www.asiapacific.ca/publication/virtual-trade-missions-post-covid-reality
Provincial Trade Missions to Asia (2010-2020 YTD)

Top 7 Economies

[Bar chart showing trade missions to Asia from 2010 to 2020 for China, Japan, Korea, India, Hong Kong, Singapore, and Vietnam.]
Women’s Business Missions

- India March 2022
- Australia & New Zealand December 2021
- Chinese Taipei March 2021
- Korea November 2020
- Japan April 2019

**Totals to Date**

- 59 Canadian delegates
- +160 B2B meetings
- +1K Participants
CanWIN - The Canadian Women's International Network

WOMEN ENTREPRENEURS

CHAMPIONS

INTERNATIONAL NETWORK

MENTORSHIP

EVENTS & SUMMITS

TRAINING & MARKET INTELLIGENCE
APEC-Canada Growing Business Partnership

“Building the potential of MSMEs in APEC developing economies to foster sustainable inclusive growth and poverty reduction.”

Focus Economies: Indonesia; Peru; Philippines; Viet Nam

https://apfcanada-msme.ca/
Global Exchanges for Indigenous Professionals

INDIGI-X

2020
- 4-week-long virtual dialogue among 11 First Nations and Metis and 11 Māori
- 18 recommendations within 6 themes

2021
- 6-week-long virtual program among 22 Indigenous professionals from Canada, New Zealand, Fiji
- 20 recommendations within 4 themes

2022
- Happening now!

www.INDIGI-X.com
Themes

INDIGI-X Virtual Exchanges

- Indigenous climate futures
- Capacity-building
- Education
- Inclusion
- Indigenous economic revitalization
- Indigenous enterprise
- Economic diversification
- Clean energy
- Indigenous fisheries
- Post-pandemic e-commerce
- Transnational Indigenous exchange

INDIGI-X
Benefits & Challenges of Virtual / Digital Engagement

- Wider call & greater outreach
- Increased inclusion & diversity
- Ceremony & culture

38 Recommendation
Growing alumni
Ongoing
Reoccuring Themes

1. Hybrid missions & engagement
2. Key performance indicators
3. Platforms & technology
4. Translation
5. Broadband & connectivity
6. Data governance
7. Ceremony & culture
8. Inclusion
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