



**Asia-Pacific
Economic Cooperation**

2022/CTI/WKSP2/001a

Speaker Biographies

Submitted by: Japan



**Workshop on New-Normal Model of Trade
Promotion in the Post Pandemic Era
4 March 2022**



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Speakers

Dr Scott HARRISON. *Expert Presentation*

Senior Program Manager, Engaging Asia, Asia Pacific Foundation of Canada (APF Canada)

Role: Expert Speaker



APF Canada is a not-for-profit organization focused on Canada-Asia relations. Dr Harrison serves its Engaging Asia pillar that examines issues including city and provincial-level international strategies, diplomacy, and policy. In this role, he has written and edited many policy pieces and also plays a lead role in producing Asia Watch, a bi-weekly newsletter highlighting events, trends, and issues throughout the region that matter to Canadians. Academic publications include “Canadian Provinces and Foreign Policy in Asia,” International Journal (with C.L. Labrecque) (2018). Dr Harrison received both his Ph.D. and M.A. in History from the University of Waterloo, a Certificate of Indigenous Leadership, Governance, and Management Excellence from Banff

Centre, a B.A. in East Asia Studies from the University of Calgary, and Diploma in Japanese Language and Culture from Hokkaido University of Education Sapporo.

Dr Christian VOLPE MARTINCUS. *Expert Presentation*

Principal Economist, Integration and Trade Sector (INT), Inter-American Development Bank (IDB)

Role: Expert Speaker



Dr Volpe Martincus has expertise in international trade and foreign direct investment, and has advised several governments in Latin America and the Caribbean as well as in OECD economies. In Argentina, he worked for the Ministry of Economy of the Province of Buenos Aires and was advisor at the MERCOSUR Commission of the National Representatives Chamber. At the IDB, Dr Volpe Martincus’s work has focused on topics like the effects of trade and investment facilitation and promotion policies and the interplay between innovation and exports. His research has been published in various professional journals such as the Journal of International Economics and the Journal of Development Economics among others. Dr Volpe Martincus has a

Ph.D. in Economics from the University of Bonn, and is CESifo Research Fellow and Associate Editor of the Review of International Economics.

Mr Kotaro KODAMA. *Expert Panel Discussion*

Director General, Market Development and Trade Fair Department, JETRO, Japan

Role: Panelist



Mr Kodama has taken the current post at Japan External Trade Organization (JETRO) since October 2021. In the field of overseas business development for Japanese SMEs, which is one of JETRO's four main missions, his section implements various support projects mainly through participating in overseas trade fairs as well as organizing business meetings by Industry. He joined JETRO in 1990 and has been involved in economic research targeted at the Middle East and Africa Market for a long time. During this time, he has worked in Paris and Dubai for more than 10 years. While working overseas, he mainly supported the export of Japanese SMEs in consumer goods sectors, and also provided consultation and support services to corporate management and

business development for Japanese companies located in each country. Mr Kodama graduated from the Faculty of Letters, Kyoto University in 1990.

Ms Helena HSU. Expert Panel Discussion

Manager, Department of Digital Commerce, TAITRA, Chinese Taipei

Role: Panelist



Ms Hsu has joined TAITRA since 2004 and is well experienced in the sector of digital commerce via Taiwantrade.com, trade promotion activities and government procurement business to assist Chinese-Taipei-based companies to explore overseas trade. In 2021, she was one of the key conductors in the big project called “Relief and Revitalization Programs against COVID-19” to aid Chinese-Taipei-based SMEs to overcome the impact of COVID, winning the “Digital Champions for Small Business” initiative organized by WTO, International Trade Center (ITC) and the International Chamber of Commerce (ICC).

During Ms Hsu’s career in TAITRA, she attended the training program “Intelligent Organizations: Collaboration and the Future of Work; Building, Leading and Sustaining the Innovative Organization” held by MIT Sloan Executive Education in Boston in 2014 and the program “Green Technology Sector Platform” held by the headquarter of EBRD in London in 2018. She holds an MBA degree from Temple University in USA

Ms Lily LIN. Expert Panel Discussion

Project Manager, Department of Digital Commerce, TAITRA, Chinese Taipei

Role: Panelist



Ms Lin joined TAITRA in 2017 and has dedicated herself to promoting digital trade for Chinese-Taipei-based companies via Taiwantrade.com. In 2021, in addition to winning the “Digital Champions for Small Business” initiative organized by WTO, International Trade Center (ITC) and the International Chamber of Commerce (ICC), Ms Lin also completed IAEE’s CEM program in exhibitions and events management. She also hosted the Asian MICE Forum (AMF) in 2020 and 2019.

Prior to TAITRA, Ms Lin worked at Microsoft and a unicorn startup in Chinese Taipei. She holds a bachelor’s degree in International Business from NTU in Chinese Taipei and studied at the University of Southern California on an exchange program.

Mr Peerachai (Mac) Asadachatrekul. Expert Panel Discussion

Senior Innovation Manager, MICE Innovation & Intelligence Department (M2I),

Thailand Convention & Exhibition Bureau (TCEB)

Role: Moderator



Mr Asadachatrekul leads TCEB’s innovative initiatives to transform Thailand’s MICE industry to cope with the pandemic’s impact. He developed and manages the bureau’s “Thai MICE Connect” e-marketplace connecting Thailand’s rich MICE suppliers with buyers from around the world. Before joining TCEB in the year 2020, he developed his innovation and marketing skills through experiences in the private sector. Most recently, he was with True Corporation where he headed the startup incubation business at True Incube, Thailand’s leading startup incubator and accelerator.

Mr Asadachatrekul received his Bachelor of Architecture from King Mongkut’s Institute of Technology Ladkrabang (KMUTL), and he then received his Master of Business Administration from York St John University in York, UK.