



**Asia-Pacific
Economic Cooperation**

2022/CTI/WKSP2/003

Session 4a

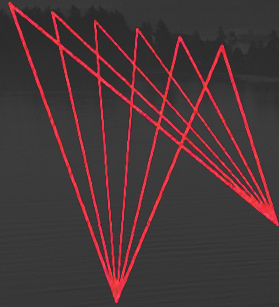
Virtual Trade Missions and Engagement: Insights from Canada

Submitted by: Asia Pacific Foundation of Canada



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

March 2022



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VIRTUAL TRADE MISSIONS & ENGAGEMENT: INSIGHTS FROM CANADA

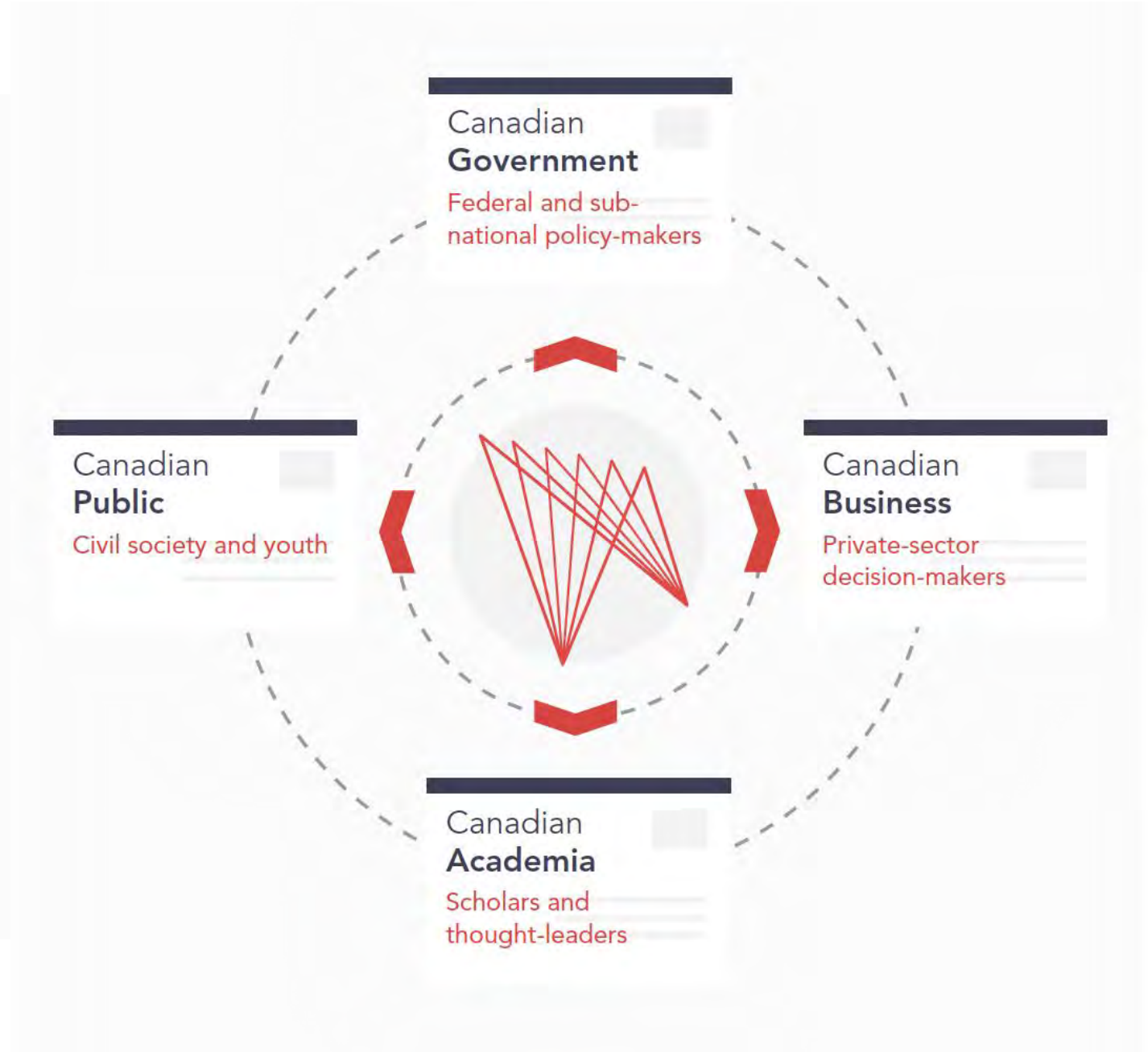
Dr. Scott Harrison

Senior Program Manager - Engaging Asia

APF Canada



Canada's Catalyst for Engagement with Asia, Asia's Bridge to Canada



OUR RESEARCH PILLARS

- **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?

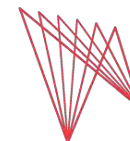


Virtual Trade Missions: A Post-COVID Reality

Published: July 22, 2020

Authors: Scott Harrison, Yiwei Jin, Robin Asgari

<https://www.asiapacific.ca/publication/virtual-trade-missions-post-covid-reality>

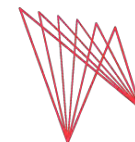
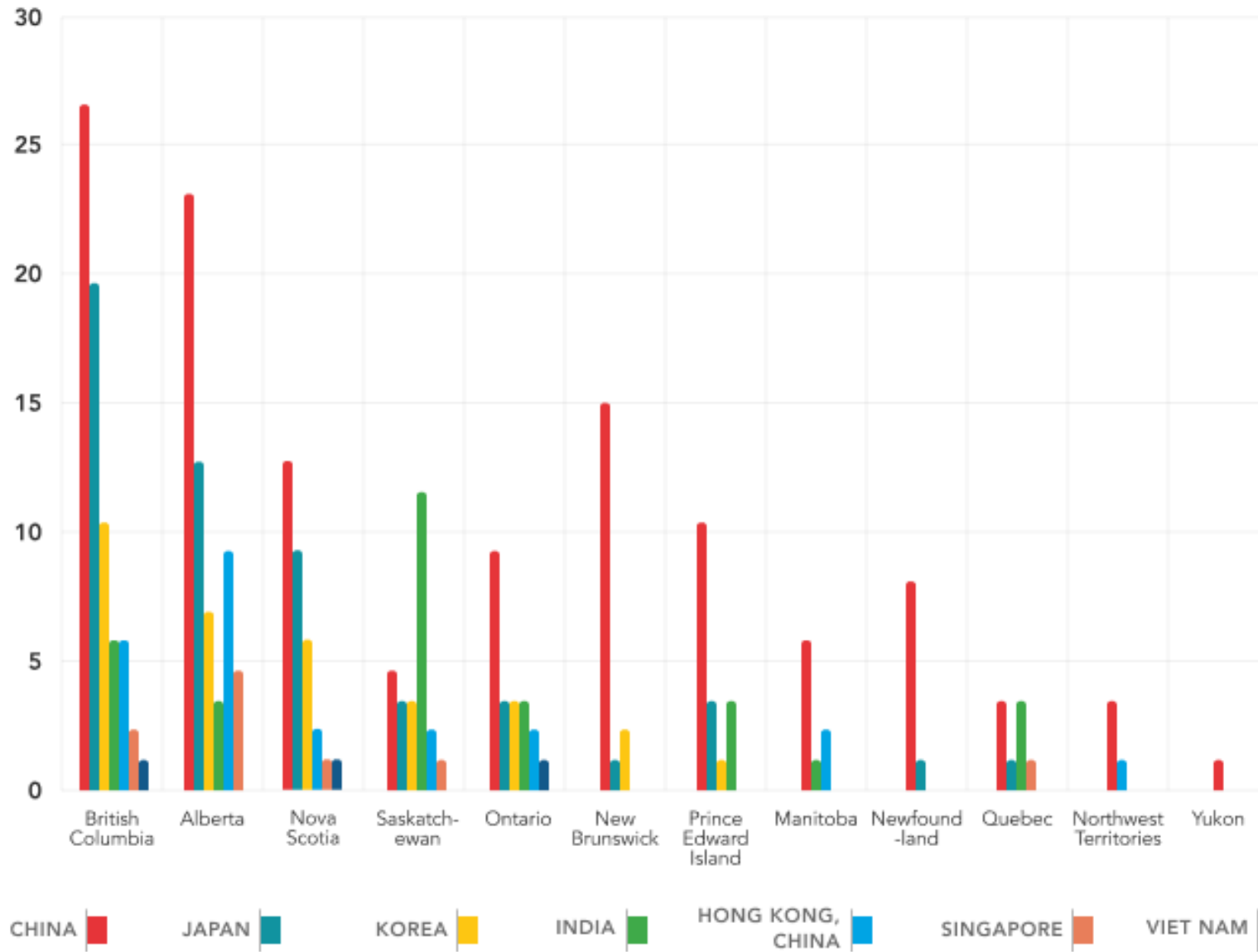


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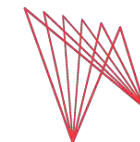
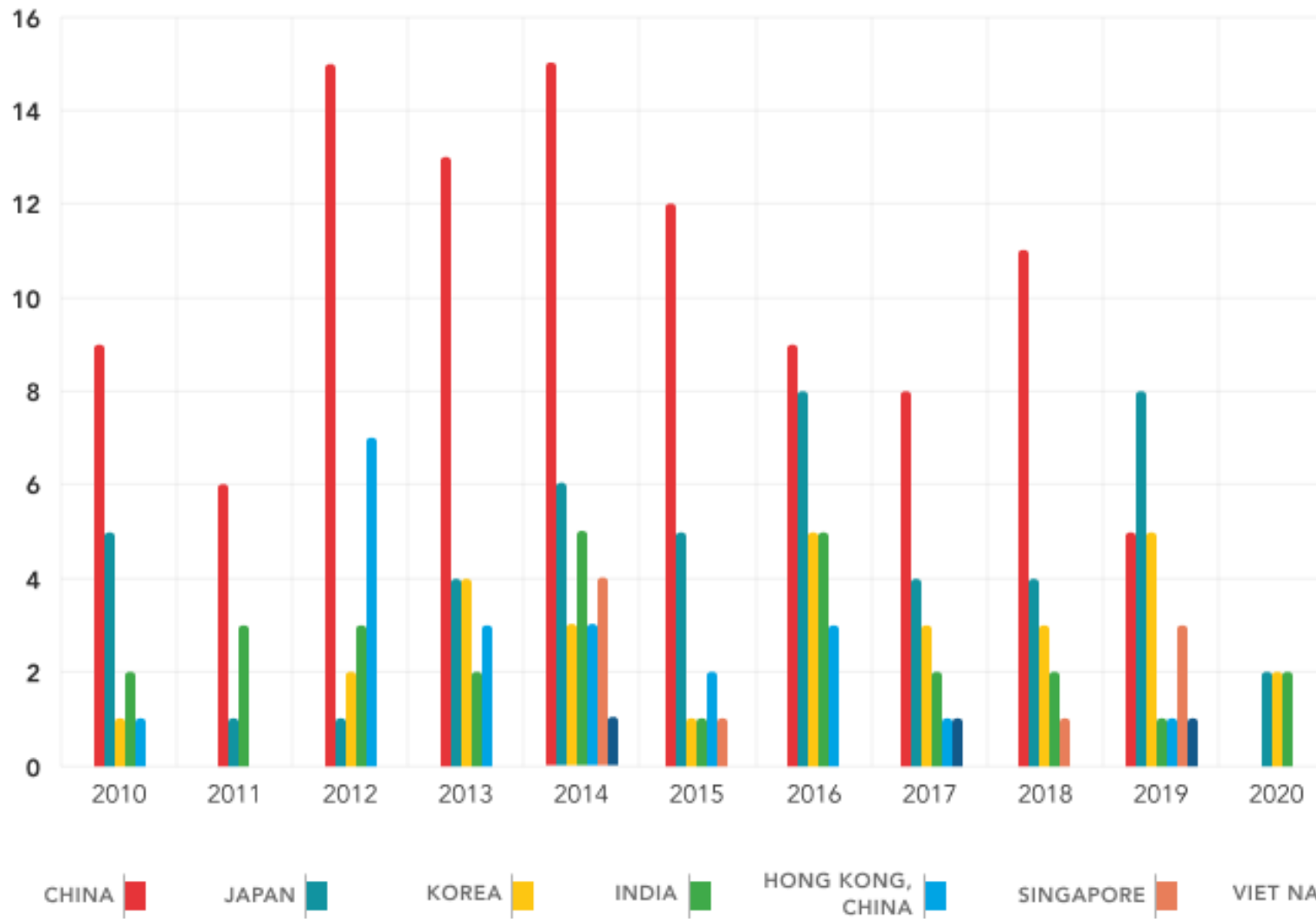
Asia Trade Missions by Province (2010-2020_{YTD})

Top 7 Economies



Provincial Trade Missions to Asia (2010-2020_{YTD})

Top 7 Economies



Women's Business Missions

India
March 2022



Australia
&
New Zealand
December 2021



Chinese Taipei
March 2021



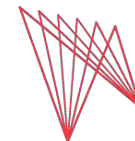
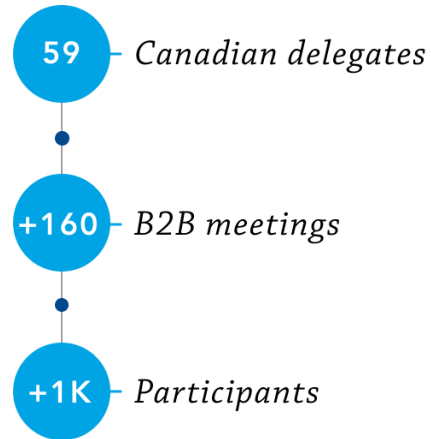
Korea
November 2020



Japan
April 2019

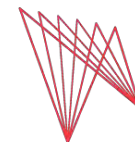
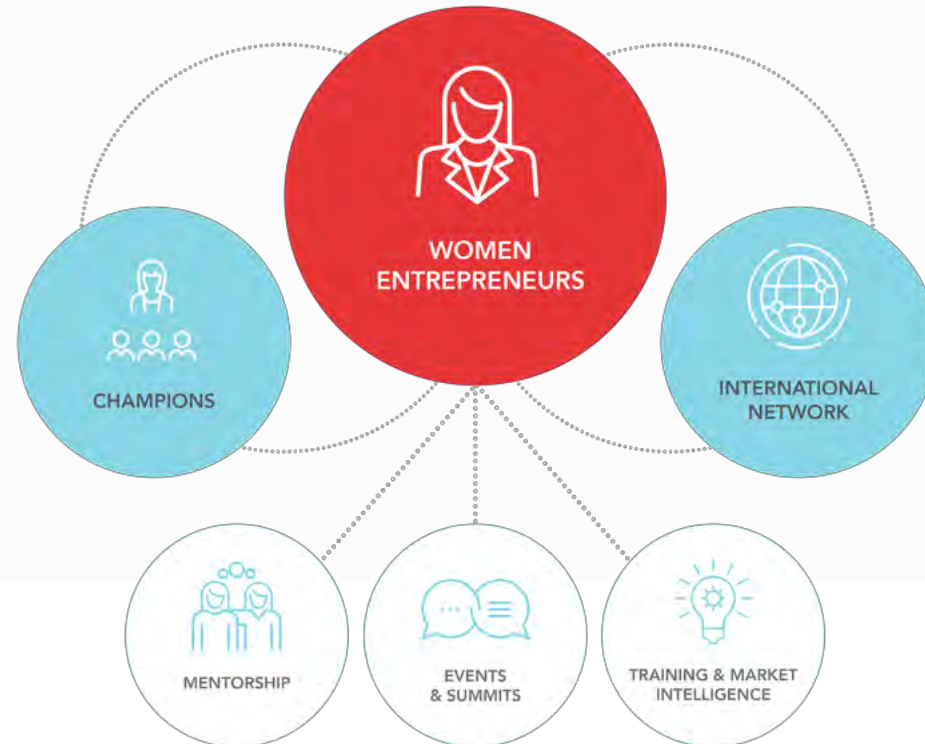


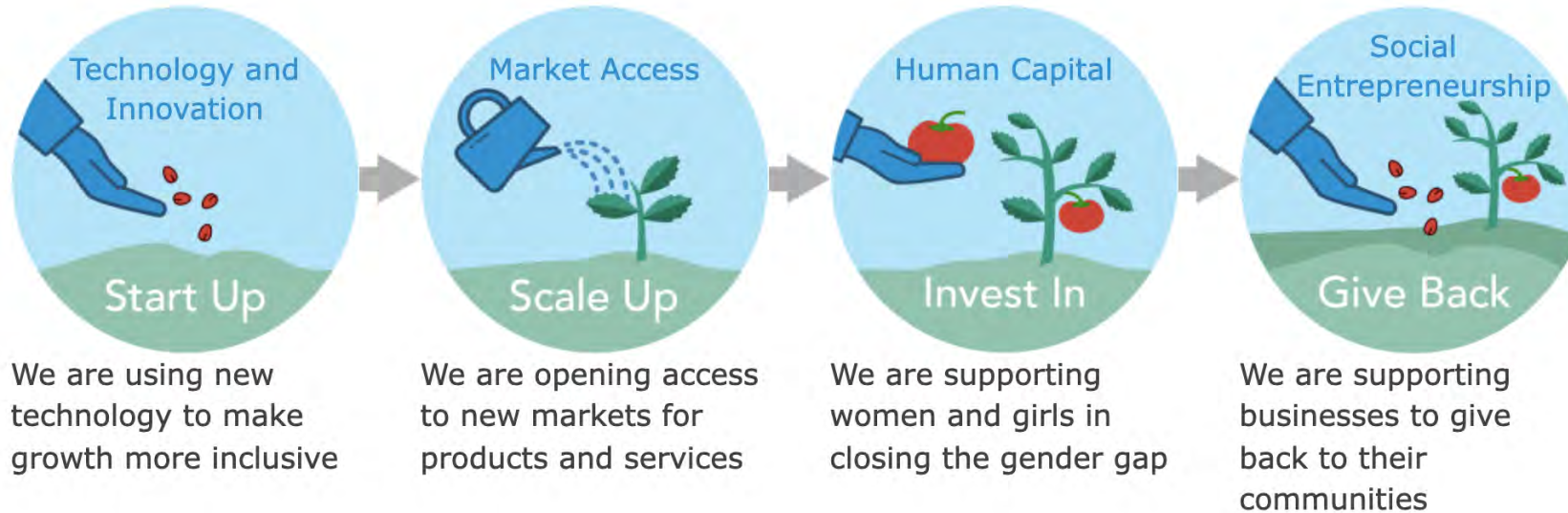
TOTALS TO DATE





CanWIN - The Canadian Women's International Network





“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://apfcanda-msme.ca/>



Global Exchanges for Indigenous Professionals

INDIGI-X

1

2020

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

2

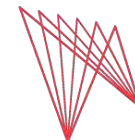
2021

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

3

2022

- ❑ Happening now!

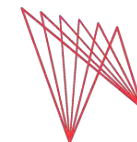




Themes



INDIGI-X





Benefits & Challenges of Virtual / Digital Engagement



Wider call & greater outreach



Increased inclusion & diversity



Ceremony & culture



38 Recommendation

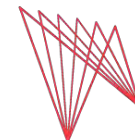


Growing alumni



Ongoing

INDIGI-X

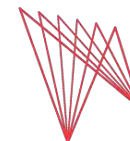


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Reoccurring Themes

- 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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THANK YOU!

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