

CANADA - ASEAN  
BUSINESS FORUM  
**PARTNERING FOR  
GROWTH IN ASEAN**  
SEPT 7-8, 2016 JAKARTA



**-By Invite Only-**



## OBJECTIVES

### The objectives of the Forum are to:

- **Raise the profile of Canada in ASEAN** and inform Canadian businesses about the opportunities and benefits that ASEAN economic integration will provide;
- **Provide a platform for senior executives from Canada and ASEAN** to discuss the opportunities and challenges of doing business in the region and in Canada;
- **Provide strategic information and intelligence** for Canadian companies interested in investing in ASEAN and similarly, provide strategic information to ASEAN investors on the opportunities for investment in Canada;
- **Deliver authentic, senior-level networking opportunities** for top decision makers within the Canada-ASEAN economic corridor.

## WHO WILL ATTEND?

### Who is expected to attend?

As the CABC's key event of the year, the 3<sup>rd</sup> Canada-ASEAN Business Forum will bring together over 250 business leaders and senior government officials from Canada and Southeast Asia.

Confirmed speakers include Canada's Ambassador to ASEAN, Marie-Louise Hannan, Former Premier of Québec and Partner at McCarthy Tétrault, The Honourable Jean Charest, and Founder of Saratoga Investama Sedaya, Sandiaga Uno.

## CONTACT US

For further questions about the CABC or the Business Forum, please email:  
[greg.ross@canasean.com](mailto:greg.ross@canasean.com)

We look forward to welcoming you to the Canada-ASEAN Business Forum this September in Jakarta!



[Click here to see our promotional video for the 2016 Forum!](#)



## PROGRAM HIGHLIGHTS

### Keynote Address

**David Lametti, M.P.,**

Parliamentary Secretary to Minister of International Trade, Government of Canada

### Plenary Session # 1: "Canada's Place in Southeast Asia"

**Moderator: Raymond Siva**, Chief Executive Officer, Edelman Indonesia

- **H.E. Marie-Louise Hannan**, Canada's Ambassador to ASEAN, Government of Canada
- **Stewart Beck**, President and Chief Executive Officer of the Asia Pacific Foundation
- **The Honourable Wayne Wouters, P.C.**, Former Clerk of the Privy Council, Strategic and Policy Advisor at McCarthy Tétrault
- **H.E. Dr. Teuku Faizasyah**, Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to Canada, Republic of Indonesia

### 1<sup>st</sup> Breakout Sessions (Morning, September 8<sup>th</sup>)

- ❖ **Indonesia:** Political stability, a huge population base, a burgeoning middle class, ambitious plans to expedite the development of the infrastructure and manufacturing sectors, and a wealth of natural resources make the country a very compelling growth story. However, nationalistic policies under the administration of President Jokowi have deterred more participation by foreign investors. How should Canadian companies navigate this high-potential market?
- ❖ **Vietnam:** Vietnam's growth has defied gravity in recent years. The country's growing attractiveness as an investment destination - underpinned by low labour and operating costs, government incentives, and participation in major global trade pacts - means it must be on the radar of Canadian companies. How can Canadian companies thrive in this frontier market? Who are the main competitors and what can be learned from them?

- ❖ **Philippines:** Hailed as the poster child of the ASEAN region, the economy of the Philippines grew at an impressive rate under the administration of President Aquino. With a new regime under the leadership of Rodrigo Duterte, will the economic reforms instituted by the previous administration be maintained? Which segments of the Filipino economy present the best potential for Canadian exports?
- ❖ **Agribusiness:** With ASEAN's growing middle class and greater disposable income, the demand for Canadian agricultural commodities, fish and seafood, and processed food and beverages has tripled in the past 10 years. However, there are still major issues for Canadian companies who are interested in pursuing opportunities in Southeast Asia. How do Canadian companies compete against other foreign companies? What are the logistical challenges that face Canadian agri-food businesses and how can be overcome?

[Click HERE to Register!](#)

### CABC BOARD MEETING

**September 7<sup>th</sup> (time TBC)**

All CABC members are welcome to join us for the meeting, to be held at the Shangri-La Hotel, Jakarta, Indonesia



## PROGRAM HIGHLIGHTS

### Plenary Session # 2: Global Trade Challenges - Impact on ASEAN/Canada

**Moderator: Tuuli McCully**, Senior International Economist, Scotiabank

- **Peter Hall**, Vice President & Chief Economist, Export Development Canada
- **Geoffrey Lewis**, Senior Strategist (Asia), Manulife Financial
- **Sumit Dutta**, Chief Executive Officer, HSBC Bank Indonesia

#### 2<sup>nd</sup> Breakout Session – (Afternoon, Sept. 8<sup>th</sup>)

- ❖ **Technology - Innovation and Disruption:** Innovation is critical to both competitiveness and survival, while digital technology is transforming markets and creating enormous value for the companies that master it. What new markets in ASEAN hold the most promise? What challenges will innovative companies face and how can they disrupt how business is done in the ASEAN region?
- ❖ **Technology - Clean Tech:** Rising populations, higher incomes and increased urbanization in ASEAN can create tremendous environmental pressures. As a result, there are opportunities for companies that provide solutions that can minimize the environmental impact of these changes.. What is the importance of Asia and ASEAN to the Cleantech industry? Are ASEAN governments creating the proper policy frameworks to help encourage cleantech investment and adoption?
- ❖ **Infrastructure** As countries in the ASEAN region surge forward with impressive economic growth, investments in infrastructure development are not keeping pace. The roads in most capital cities in ASEAN are choked with traffic; most ports and airports in the region operate beyond capacity; and water resources are under duress. Given this, where are shovel-ready projects available? Are public-private partnerships a viable model for ASEAN?
- ❖ **Natural Resources - Global Challenge:** With a population of more than 600 million and a nominal GDP of \$2.31 trillion, ASEAN has become a major economic force in Asia and a driver of global growth. With this growth comes an increase in demand for additional natural resources. How will ASEAN's supply and demand requirements shape the natural resources sector?

#### 3<sup>rd</sup> Breakout Session – (Afternoon, Sept. 8<sup>th</sup>)

- ❖ **Supporting Canadian Business Overseas:** Expanding globally and entering new markets abroad is never easy. The need for additional human and financial resources, increased market risks and uncertainties, and exposures to international competition are major impediment to the diversification effort of Canadian companies. What assistance is available to help Canadian companies overcome these challenges? Can non-Canadian companies access and benefit from these services?
- ❖ **Risks and Security in the Asia Pacific Region:** Territorial disputes in the South China Sea, the infiltration of IS terrorist group into the Asia Pacific region, piracy and disruptive actions of separatists and extremist groups in certain ASEAN nations are increasingly threatening regional stability. What can ASEAN do collectively to address this issue? Which ASEAN nation is most susceptible to this development?
- ❖ **Financial Services:** The Canadian financial sector's presence in Asia is long-standing. Massive demographic and urbanization shifts in the region provide further growth opportunities. However, a volatile economic environment, disruptive innovations, new entrants, and a changing regulatory landscape are providing new challenges for the industry.

### EDC Indonesian Representation Launch Reception

**September 8<sup>th</sup>, 6:00pm-8:00pm**  
**Shangri-la Hotel, Jakarta, Indonesia**  
Canada-ASEAN Business Forum guests are invited to join Export Development Canada (EDC) in celebrating the launch of their new Indonesian representation.