



ASIA PACIFIC
FOUNDATION
OF CANADA

FONDATION
ASIE PACIFIQUE
DU CANADA

GUIDEBOOK

TO DOING BUSINESS IN ASIA

AN ONLINE RESOURCE FOR B.C. BUSINESSES

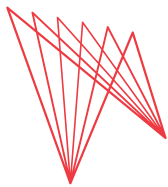


ABOUT US

APF Canada is a 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*.

A leader in research and analysis on Canada-Asia relations for over 30 years, APF Canada partners with government, business leaders, academics, and opinion makers in Canada and across the Asia Pacific region to offer clear, specific, and actionable policy advice.

Visit APF Canada at www.asiapacific.ca



ASIA PACIFIC
FOUNDATION
OF CANADA

FONDATION
ASIE PACIFIQUE
DU CANADA



THE ASIA FACTOR
LE FACTEUR ASIE

British Columbia's Ministry of International Trade pursues strategic opportunities to promote British Columbia internationally as a preferred place to invest and do business. The Ministry delivers services that accelerate British Columbia's exports, attract strategic investments, develop international partnerships, and increase awareness of B.C.'s competitive advantages.

Trade and Investment Offices based in Vancouver, Japan, Korea, India, China, South East Asia, Europe and the United States create an international network that connects B.C. businesses with new markets and trade opportunities and promotes the province as a stable and attractive destination for investment.

Visit www.BritishColumbia.ca for more information.



Last updated: August 25, 2016

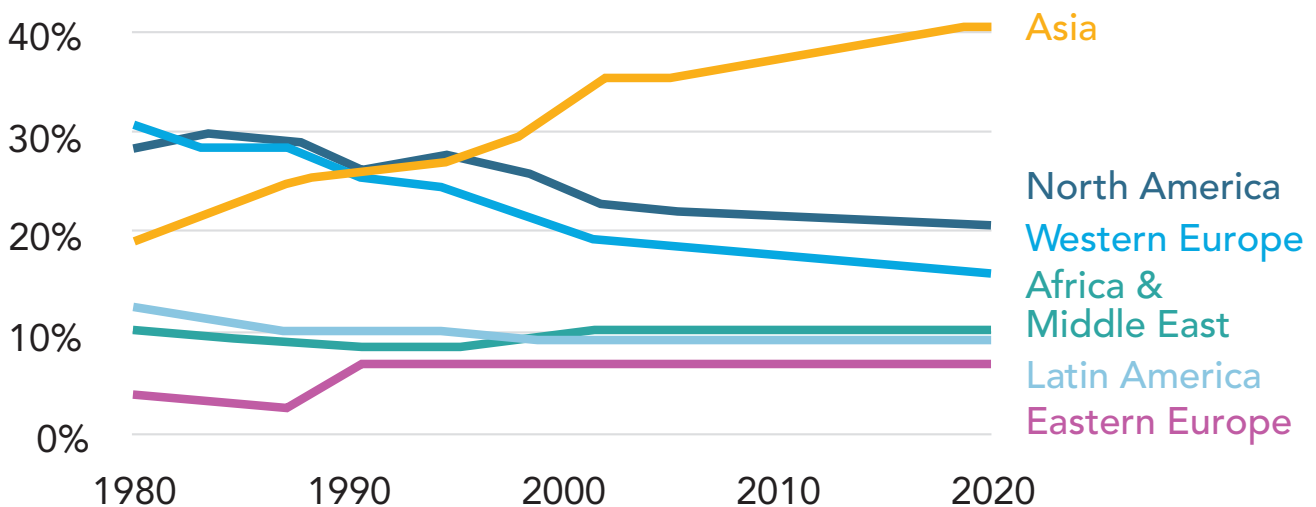
TIPS

- 1 Be ready to do business abroad
- 2 Think long term
- 3 Get the entire company on board
- 4 Know what resources are available to you
- 5 Research each new market independently
- 6 Sharpen your knowledge of Asian business practices
- 7 Build and maintain business relationships
- 8 Approach new opportunities with due diligence
- 9 Understand the legal, regulatory and political environments of Asian markets
- 10 Ensure you have the financing you need for the long haul

YOUR ASIA OPPORTUNITY AWAITS

Doing business in Asia is a great opportunity for British Columbia (B.C.) companies: Asian economies are growing rapidly, creating millions of new middle-class consumers every year. The *Guidebook to Doing Business in Asia* will help you tap into this expanding consumer base. It will point you to the resources you need to get started, and show you how to make the most of your own Asia opportunity.

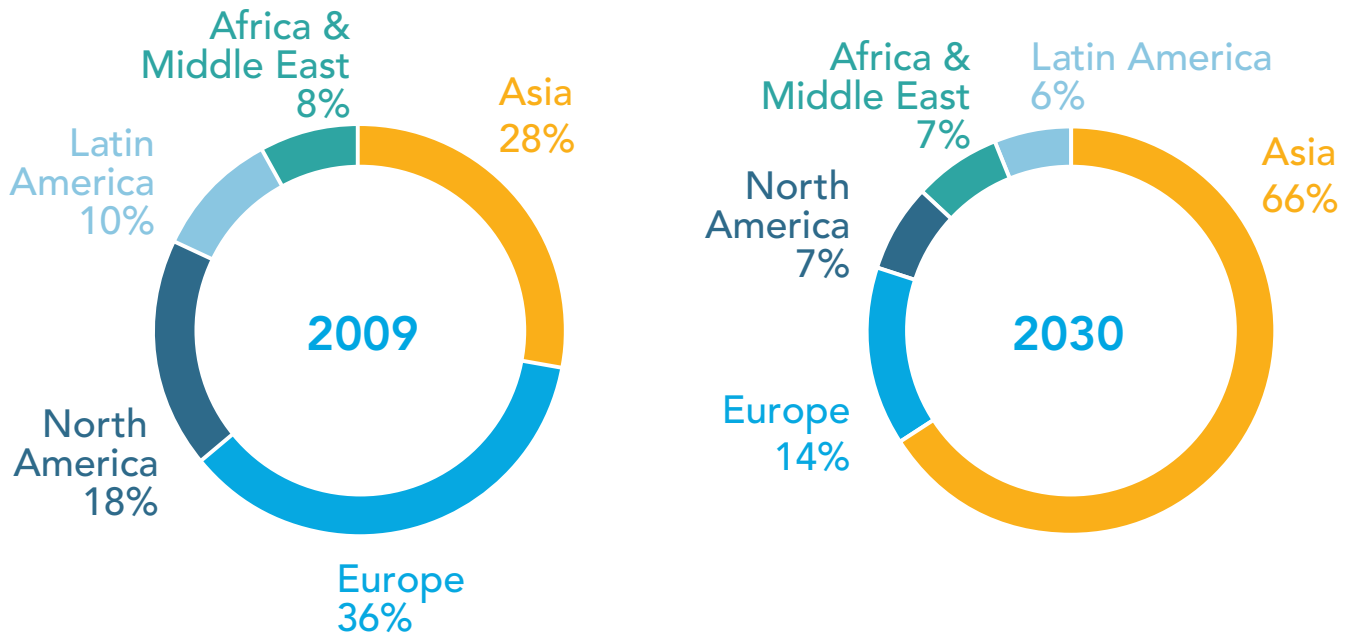
SHARE OF WORLD GDP



Source: Brookings Institution; The World Bank; International Money Fund

Note: Figure is in purchasing power parity (PPP)

GLOBAL MIDDLE CLASS



Source: Brookings Institution, The World Bank, International Money Fund
Note: Figure is in purchasing power parity (PPP)

FACTS:

- China and India will soon make up almost half the world's GDP and one-third of its population.
- Japan and South Korea top the list of the world's most innovative countries.
- Southeast Asia represents a market of 600 million consumers.
- All of these economies present opportunities for B.C. businesses, including in agri-food, clean tech, education services, and much more.

E-commerce is taking off in Asia. In China, you can already purchase a live Canadian lobster on your phone and have it delivered to your door. The e-commerce possibilities will only continue to expand as technology in the region is upgraded and more consumers turn to online shopping.

Chapter 10 of Global Affairs Canada's "[Step-by-Step Guide to Exporting](#)" provides an introduction to e-commerce exporting, and Singapore-based consultancy SP eCommerce's "[Developing eCommerce Market Entry Strategies in Asia Pacific: Advisory Report 2015](#)" will help you succeed in the region.

GETTING STARTED



Before you take the leap into selling your products and services in Asia, be sure you're ready. Start by checking out Innovation, Science and Economic Development Canada's "[Starting to Export](#)" page. Here you'll find a step-by-step guide to exporting, pre-export 'to do' lists, advice on your export plans, and more.



You'll also want to ensure you've done your market research. The Forum for International Trade Training (FITT) can help. It offers "[An Introduction to International Trade Research](#)," a Going Global Workshop that you can take online and at your own pace (total time approximately two hours) for \$119.

Once you're ready to take the next step, check out the resources available at the federal and provincial levels, such as Export Development Canada (EDC), Global Affairs Canada, and the Government of B.C.

Click on the places below for market information:

[CHINA](#)

[KOREA](#)

[SOUTH-
EAST
ASIA](#)

[INDIA](#)

[JAPAN](#)

[TAIWAN](#)

More information about Southeast Asian Markets [can be found here](#).

To keep updated on the latest market information, subscribe to EDC. Subscribers will get [TradeInsights](#), a monthly trade newsletter, along with other resources. Small businesses can connect with [Small Business B.C.](#), an information hub for learning about exporting any product to any market through seminars and one-on-one advisory meetings.

DOING BUSINESS IN NORTHEAST ASIA

The B.C. government and federal government have offices throughout Northeast Asia. They can help your business with everything from planning and financing to connecting with Asian clients.



TRADE COMMISSIONER SERVICE

CHINA OFFICES:

BEIJING	HANGZHOU	SHANGHAI	WUHAN
CHENGDU	HONG KONG	SHENYANG	XIAMEN
CHONGQING	NANJING	SHENZHEN	XI'AN
GUANGZHOU	QINGDAO	TIANJIN	

The Trade Commissioner Service has launched the [Canadian SME Gateway to China](#), which includes extra resources for small- and medium-sized enterprises (SMEs) and a YouTube channel.

DOING BUSINESS IN NORTHEAST ASIA

TRADE COMMISSIONER SERVICE

JAPAN OFFICES:

KITAKYUSHU

OSAKA

SAPPORO

TOKYO

NAGOYA

KOREA

MONGOLIA

TAIWAN

EXPORT DEVELOPMENT CANADA

EDC CHINA

Denis L'Heureux | Shanghai, China
Chief Representative
DLHeureux@edc.ca

Hui Wang | Beijing, China
Associate Regional Manager
HWang@edc.ca

Canadian Consulate General

ECO City Building
8th Floor, 1788 Nanjing Xi Lu
Jing An District
Shanghai 20040, China
Phone: (011) 86-21-3279-2800

Canadian Embassy

19 Dongzhimenwai Street
Chaoang District
Beijing 100600, China
Phone: (011) 8610-5139-4126

B.C. MINISTRY OF INTERNATIONAL TRADE

CHINA OFFICES:

BEIJING

GUANGZHOU

HONG KONG

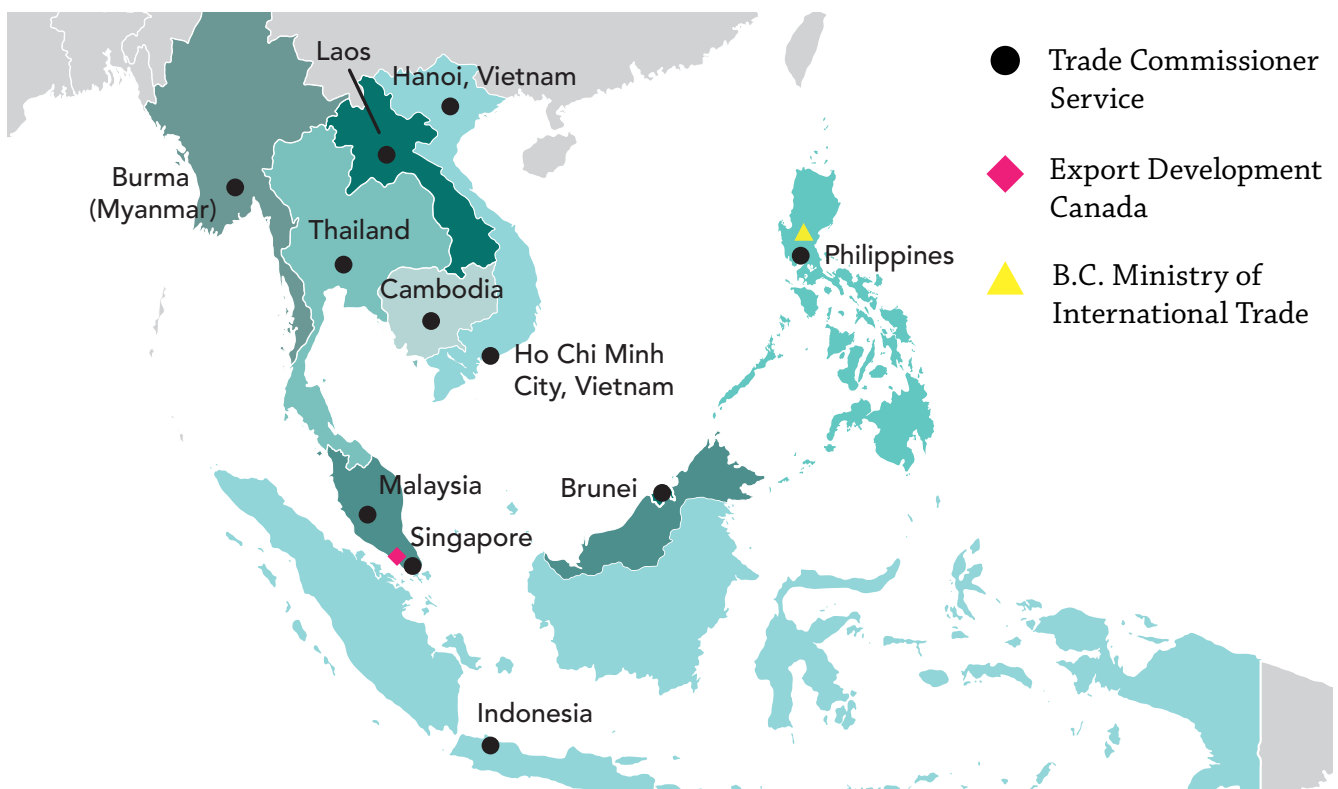
SHANGHAI

JAPAN

KOREA

DOING BUSINESS IN SOUTHEAST ASIA

The federal government has offices in all 11 Southeast Asian countries, four of which (Brunei, Malaysia, Singapore, and Vietnam) are part of the Trans-Pacific Partnership trade agreement, which is awaiting ratification. These offices will help you navigate this diverse and very dynamic region.



TRADE COMMISSIONER SERVICE

VIETNAM OFFICES:

HANOI

HO CHI MINH CITY

BRUNEI

INDONESIA

MALAYSIA

SINGAPORE

BURMA (MYANMAR)

LAOS

PHILIPPINES

THAILAND

CAMBODIA

DOING BUSINESS IN SOUTHEAST ASIA

EXPORT DEVELOPMENT CANADA

EDC SINGAPORE

Chia Wan Liew | Singapore
Chief Representative
Phone: (011) 65-6854-5949
CLiew@edc.ca

Rajesh Sharma | Singapore
Regional Manager
in.rajesh@edc.ca

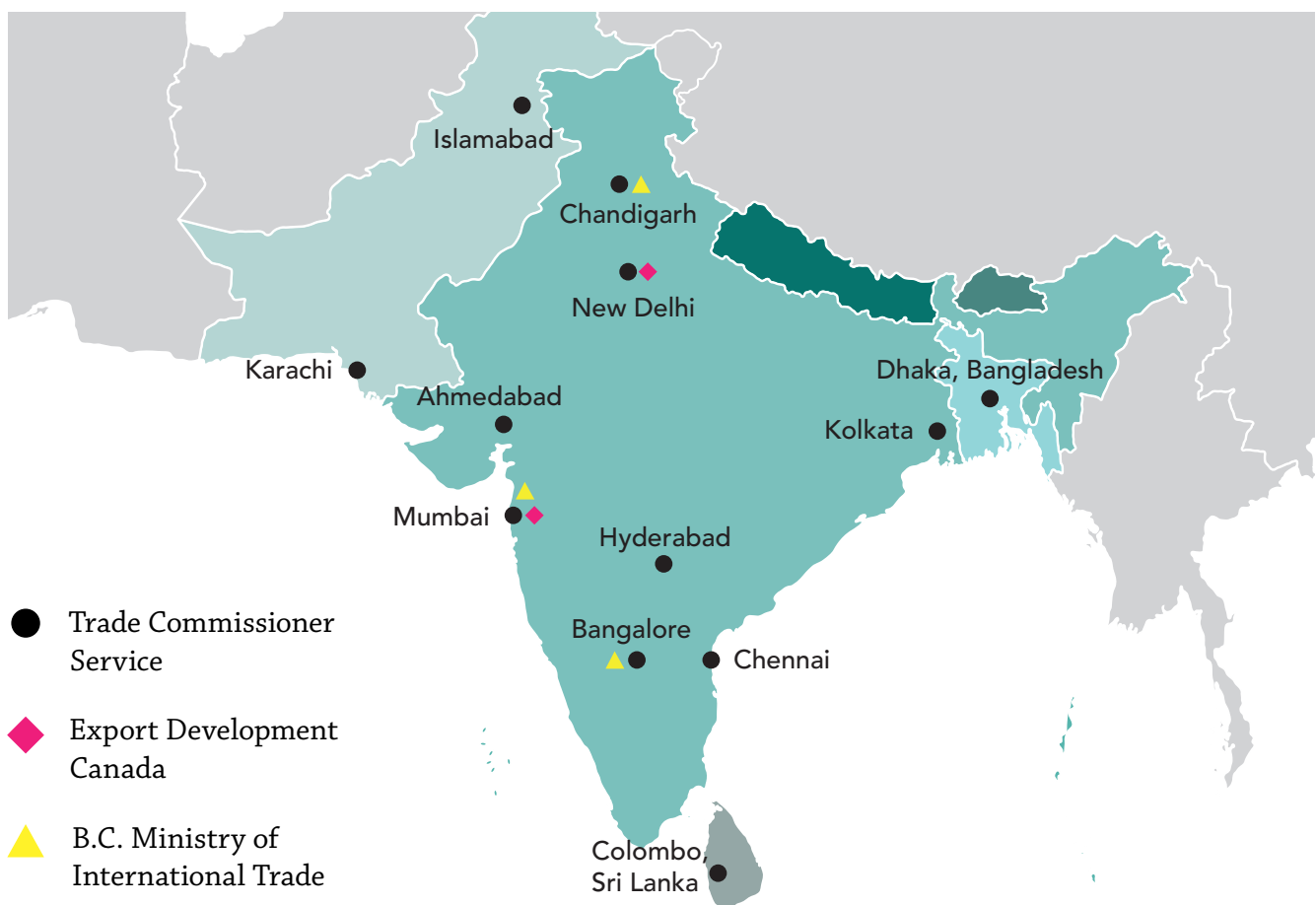
Canadian High Commission
One George Street, #11-01
Singapore 049145
Phone: (011) 65-6854-5949

B.C. MINISTRY OF INTERNATIONAL TRADE

PHILIPPINES

DOING BUSINESS IN SOUTH ASIA

The presence of the B.C. government and federal government in South Asia has been growing, with offices across India, as well as in Pakistan, Bangladesh and Sri Lanka. India, with over one billion people and a sizable diaspora in B.C., presents a particularly significant opportunity for B.C. companies.



TRADE COMMISSIONER SERVICE

INDIA OFFICES:

AHMEDABAD

CHANDIGARH

HYDERABAD

MUMBAI

BANGALORE

CHENNAI

KOLKATA

NEW DELHI

DOING BUSINESS IN SOUTH ASIA

TRADE COMMISSIONER SERVICE

PAKISTAN OFFICES:

ISLAMABAD

KARACHI

BANGLADESH

SRI LANKA

EXPORT DEVELOPMENT CANADA

EDC INDIA

Nathan Nelson | Mumbai, India
Chief Representative
NNelson@edc.ca

Vibhav Agarwal | New Delhi, India
Regional Manager
VAgarwal@edc.ca

Consulate General of Canada
Indiabulls Finance Centre,
Tower 2, 21st Floor
Senapati Bapat Marg
Elphinstone Road (West)
Mumbai 400 013
India
Phone: (011) 91-22-6749-4480

High Commission of Canada
7/8 Shantipath, Chanakyapuri
New Delhi 110021
India
Phone: (011) 91-11-4178-2288

B.C. MINISTRY OF INTERNATIONAL TRADE

INDIA OFFICES:

BANGALORE

CHANDIGARH

MUMBAI

CULTURAL KNOW-HOW FOR B.C. BUSINESSES

Knowing business etiquette and a few useful phrases in the local language will help you build relationships and avoid misunderstandings with Asian clients and partners.

If you're new to international trade, you can get the basics through the Forum for International Trade Training's (FITT) Going Global Workshop entitled "[An Introduction to the Cultural Aspects of International Trade](#)." You can learn online at your own pace (total course time is about two hours) for \$119. While not specific to Asia, it will give you a broad introduction to doing business in different cultures.

Commisceo Global offers detailed business etiquette guides (for free) for international markets. These guides cover everything from introductions at meetings to gift giving and negotiation tactics.

If you want to pick up some of the local language before meeting potential partners or attending a trade show in Asia, check out the University of British Columbia ([Continuing Studies](#) and [Online Education](#)) and the [University of Victoria](#) for their online and in-person language classes.

CULTURE GUIDES	BASIC PHRASES	GOVERNMENT OF CANADA RESOURCES
CHINA	MANDARIN CHINESE	CHINA
HONG KONG	CANTONESE	---
INDIA	HINDI	INDIA
INDONESIA	INDONESIAN	INDONESIA
JAPAN	JAPANESE	JAPAN
KOREA	KOREAN	KOREA
MONGOLIA	MONGOLIAN	MONGOLIA
PHILIPPINES	TAGALOG	PHILIPPINES
SINGAPORE	---	SINGAPORE
TAIWAN	MANDARIN CHINESE	---
THAILAND	THAI	THAILAND
VIETNAM	VIETNAMESE	VIETNAM

MEETING CLIENTS AND PARTNERS

In Asian business, relationships are everything. Trade events are a great way to meet potential clients and partners. You can also get insights into local conditions and inspect local facilities.

The B.C. government, federal government, and Asian-Canadian business associations organize

regular trade missions. Check out upcoming opportunities on the [B.C. government](#) and [federal government websites](#). The Canada Business Network offers tips for attending [trade shows](#). And the Government of New South Wales (Australia) has a [checklist](#) that can help as you prepare to visit markets in Asia.

EVENTS CHART

SOURCE	EVENTS
Government of Canada Trade Commissioner Service	Events Abroad Events in Canada
Export Development Canada	Export Development Canada Events
Global Markets Action Plan	India-related Events Japan-related Events Korea-related Events Philippines-related Events Singapore-related Events Vietnam-related Events
Agriculture & Agri-Food Canada	Events in East Asia Events in Southeast Asia
Government of British Columbia	Advantage B.C. Small Business B.C. Trade and Invest B.C.
Asian-Canadian Business Associations & Trade Offices	Canada-ASEAN Business Council Canada China Business Council Canada-India Business Council Canada Korea Business Association Canada Philippines Business Council Canada-Vietnam Trade Council Hong Kong Canada Business Association Japan Canada Chambers Council Japan External Trade Organization Canada-Japan Society of British Columbia Southeast Asia Canada Business Council Taiwan Chamber of Commerce in B.C. Taiwan Trade Centre

NETWORKING IN CANADA & ASIA

B.C.—especially Metro Vancouver—has a wealth of Asian-Canadian business associations and Asian consulates. Participating in the programs they offer to SMEs is an easy and low-cost way to expand your network and learn more about Asian markets and business etiquette.

Canadian Chambers of Commerce throughout Asia can help you navigate locally once you're on the ground.

The image features a light gray map of Asia and the Pacific region. Overlaid on the map are three columns of text in blue, providing information about Canadian Chambers of Commerce, Consulates and Trade Offices, and Asian-Canadian Business Associations. The text is organized into three distinct columns, each with a header and a list of entries.

CANADIAN CHAMBERS OF COMMERCE IN KEY MARKETS	CONSULATES AND TRADE OFFICES	ASIAN-CANADIAN BUSINESS ASSOCIATIONS
CHINA	CHINESE	CANADA CHINA BUSINESS COUNCIL
HONG KONG	INDIAN	HONG KONG CANADA BUSINESS ASSOCIATION
INDIA	INDONESIAN	CANADA INDIA BUSINESS COUNCIL
INDONESIA	JAPANESE	SOUTHEAST ASIA CANADA BUSINESS COUNCIL
JAPAN	KOREAN	CANADA-ASEAN BUSINESS COUNCIL
KOREA	FILIPINO	JAPAN-CANADA CHAMBERS COUNCIL
PHILIPPINES	MONGOLIAN	CANADA-JAPAN SOCIETY OF BRITISH COLUMBIA
SINGAPORE	SINGAPOREAN	CANADA KOREA BUSINESS ASSOCIATION
TAIWAN	TAIWANESE	NORTH AMERICA-MONGOLIA BUSINESS COUNCIL
THAILAND	THAI	CANADA PHILIPPINES BUSINESS COUNCIL
VIETNAM	VIETNAMESE	TAIWAN CHAMBER OF COMMERCE IN B.C.
		CANADA-VIETNAM TRADE COUNCIL
		CANADA ASIA BUSINESS NETWORK

DEALING WITH ASIAN GOVERNMENTS

In many Asian markets, it helps to know how to handle different government bodies and processes, including how to protect your intellectual property (IP), the legal aspects of trade, and risk mitigation.

PROTECTING YOUR IP

Innovation, Science and Economic Development Canada can help you with this. See their “[IP Beyond Our Borders](#)” and “[Intellectual Property for Exporting Businesses](#)” for helpful advice. If you’re doing business with Chinese partners, check out the Trade Commissioner Service’s “[Protecting Your Intellectual Property Rights in China](#)” web page.

GOVERNMENTS AND BUSINESS LAW

The World Bank Group provides detailed information on the ease of doing business and business law in different Asian countries.

WORLD BANK GROUP DOING BUSINESS GUIDES

[CHINA \(HONG KONG\)](#)

[INDIA](#)

[INDONESIA](#)

[JAPAN](#)

[KOREA](#)

[MONGOLIA](#)

[PHILIPPINES](#)

[SINGAPORE](#)

[TAIWAN](#)

[THAILAND](#)

[VIETNAM](#)

RISK ASSESSMENT

You can learn about and prepare for risks in your target market by consulting EDC’s [Country Risk Quarterly](#). If you’re looking for more general information on risk assessment and mitigation, see EDC’s “[Risk Management Resources](#).”

In China, the Trade Commissioner Service will even perform due diligence checks on potential partners and suppliers.

BENEFITING FROM TRADE AND INVESTMENT AGREEMENTS

Canada has negotiated agreements with China, Korea, the Philippines and Thailand. You can learn more about these agreements via the links below.

Foreign Investment Promotion and Protection Agreements:

[CHINA](#)

[PHILIPPINES](#)

[THAILAND](#)

Free Trade Agreements:

[KOREA](#)

HELP WITH FINANCING AND LOGISTICS

FINANCING

Government services exist to help businesses operating internationally meet their financing and risk mitigation needs.

Export Development Canada

EDC provides flexible financing options. Click on the following for more information:

GENERAL FINANCING OPTIONS:

- *Export Guarantee Program*—provides a guarantee to companies' financial institutions, encouraging them to support foreign ventures.
- *Foreign Buyer Financing*—helps provide a competitive financing package as part of a sales pitch to foreign customers.
- *Foreign Investment Financing*—provides funding for acquisitions, facilities and more.
- *Structured Project Finance*—provides project financing for various international operations.

BONDING AND GUARANTEES:

- *Account Performance Security Guarantee*—protects financial institutions in the event that a customer requests payment against the guarantee.
- *Foreign Exchange Facility Guarantee*—provides assistance with foreign exchange contracts and mitigates foreign exchange risk.
- *Security Bond Insurance*—protects an exporter's surety company in the event of a call. This will encourage the provider to finance foreign ventures.

INSURANCE:

- *Credit Insurance*—protects against non-payment.
- *Contract Frustration Insurance*—protects busi-

nesses from various risks with international contracts.

- *Performance Security Insurance*—businesses can use this service if there is a concern that the customer will call a guarantee.
- *Political Risk Insurance*—protects against several political risks.

For more information on EDC's financing options, along with useful tips for exporting, consult their [website](#).

Additional Financing Options

- The [Business Development Bank of Canada](#) provides financing options, including for SMEs. B.C. businesses can apply online for financing options for a wide variety of projects.
- The [Canadian Commercial Corporation](#) helps companies doing business abroad, especially those pursuing contracts with foreign governments.
- CanExport is a federal program that provides financing for SMEs to explore foreign markets. Several business activities are eligible for financing, including target market visits and trade shows. Explore the [CanExport FAQ](#) page for more information.
- The [Investment Agriculture Foundation of British Columbia](#) can assist B.C. agriculture and agri-food exporters.

LOGISTICS

Port Metro Vancouver's [Moving Cargo and Terminals and Facilities](#) resources can help you with the logistics of getting your products to Asia.

The [Canada Business Network](#) can also help with logistics and provides links to other organizations that offer logistics information.



ASIA PACIFIC
FOUNDATION
OF CANADA

FONDATION
ASIE PACIFIQUE
DU CANADA



CONTACT INFORMATION: VANCOUVER

EXPORT DEVELOPMENT CANADA

1055 Dunsmuir Street
Suite 400, Bentall Four
PO Box 49086
Vancouver BC, V7X 1G4
Canada

Tel: 604 678 2240
Toll-free: 866 838 0031
Fax: 604 678 2241

TRADE COMMISSIONER SERVICE

300 West Georgia Street,
Suite 2000
Vancouver BC, V6B 6E1
Canada

Tel: 1 888 306 9991 (Toll Free)
Fax: 604 666 0954
Email: pacific-pacifique.tcs-sdc@international.gc.ca

B.C. MINISTRY OF INTERNATIONAL TRADE

999 Canada Place, Suite 730
Vancouver BC, V6C 3E1

Tel: 604 775 2100
Email: Asia.Pacific@gov.bc.ca

www.britishcolumbia.ca

ASIA PACIFIC FOUNDATION OF CANADA FONDATION ASIE PACIFIQUE DU CANADA

900–675 West Hastings Street
Vancouver BC, V6B 1N2

Tel: 604 684 5986
Fax: 604 681 1370

www.asiapacific.ca