

ASIA PACIFIC
FOUNDATION
OF CANADA

FONDATION
ASIE PACIFIQUE
DU CANADA



CANADIAN WOMEN'S
INTERNATIONAL NETWORK

RÉSEAU INTERNATIONAL
DES FEMMES CANADIENNES

PARTNERING FOR SUSTAINABILITY:

The Canadian Women-only Business Mission to

TAIWAN & VIETNAM





The Women's Trade Missions are made possible with contributions from:

Canada 

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A woman in a red jacket is speaking at a podium in a church. She is wearing a white face mask and has her hand on the podium. The background shows a church interior with purple chairs and a congregation. A large blue semi-transparent rectangle is overlaid on the image, containing the text "WELCOME MESSAGES".

WELCOME MESSAGES



PRIME MINISTER · PREMIER MINISTRE

Message from the Prime Minister of Canada

It is with great honour that I send my best wishes to the Eighth Canadian Women-only In-person Business Mission to Asia, Partnering for Sustainability: The Canadian Women-only Business Mission to Taiwan and Vietnam.

I would like to recognize APF Canada for the incredible job they do leading these missions, and the past success they have had for facilitating many business developments including partnerships, collaboration in research, manufacturing, localization and distribution of Canadian products and services. As the eighth such business mission to the Asia Pacific, this year's takes a focus on entrepreneurs in health tech, clean tech and information and computer technology or ICT sectors, which are vital sectors to Canada's economic future, and where we can be a global leader in.



I know that we will find great success to promote gender-inclusive trade, support small and medium-sized enterprises (SMEs) and catalyze international partnerships between Canadian companies and two key markets in the Indo-Pacific region. Empowering women and advancing gender parity is of vital interest to our government, as is advancing trade interests in the Asia Pacific region specifically.

I would like to recognize this year's mission Co-Chairs, Maili Wong and Christine Nakamura. Our government is proud to give our continued support to these important missions abroad.

Please accept my best wishes for a successful trade mission!

Ottawa
2024



中華民國副總統 蕭美琴
Vice President Bihim Hsiao

Congratulatory Message
October 18, 2024

Asia Pacific Foundation of Canada (APF Canada) Vice-President
Christine Nakamura and members of the business mission:

I extend my warmest welcome to the Canadian Women-only Business Mission on your visit to Taiwan on November 17–20, 2024. For many years APF Canada has leveraged its organizational strengths to foster exchanges and cooperation between Taiwan and Canada, creating more investment and trade opportunities and further deepening our friendly ties. For your unstinting efforts and substantive contributions, I express my deepest admiration.

Please accept my sincere wishes for a smooth and successful mission, and for peace and happiness for all.

A handwritten signature in black ink, reading "Bihim Hsiao".

Bi-khim Hsiao
Vice President



中華民國總統府
Office of the President of the Republic of China (Taiwan)



Minister of Export Promotion,
International Trade and
Economic Development



Ministre de la Promotion des exportations,
du Commerce international
et du Développement économique

Ottawa, Canada K1A 0G2

To the diverse and talented group of entrepreneurs participating in this Women-only Business Mission to Taiwan and Vietnam — welcome!

I'm thrilled such an incredible group of businesswomen have ambitions to export to these exciting markets.

One of my most important priorities as Minister of International Trade is to break down barriers for women entrepreneurs looking to expand into global markets. We are doing this by supporting this mission via our Women Entrepreneurship Strategy — a nearly \$7-billion-dollar investment that helps Canadian women entrepreneurs start up, scale up, and expand their businesses across Canada and into new global markets like the Indo-Pacific.

We know that by ensuring the full and equal participation of women, that we can add \$150 billion to the Canadian economy — and if the world follows suit, \$12 trillion to the global economy.

Your initiative could not be timelier as Canada continues to diversify its economic partnerships and strengthen its commercial ties across the Indo-Pacific.

Your presence on this mission also underscores two important facts.

The first is that the full and equal participation of women in our economies is not only essential to our competitiveness and prosperity, but to the growth and success of our economy.

The second is that by exploring opportunities for greater collaboration with Canada and Taiwan and Vietnam, you are reinforcing important links not just between our countries, but also between Canada and the world's new economic centre of gravity: the Indo-Pacific.

These links have been forged through our shared values, our longstanding people-to-people ties, and our dynamic trading relationships, but in such a competitive environment, they need to be nurtured and promoted!

As partner economies committed to securing more opportunities for women in trade, we have accomplished amazing things together, including our work in the Asia-Pacific Economic Cooperation, the Foreign Promotion and Protection Arrangement with Taiwan, Canada and Vietnam's collaboration through the Association of Southeast

Asian Nations, and the shared prosperity that the Comprehensive and Progressive Agreement on the Trans-Pacific Partnership has yielded.

I know this mission will build on those accomplishments because APF Canada has a superb track record in facilitating business partnerships for Canadian women entrepreneurs.

And now, more than ever, the world needs more Canada. So make the most of this opportunity to take your business to new heights and new markets in Taiwan and Vietnam, across the Indo-Pacific, and beyond!

Sincerely,

A handwritten signature in black ink, appearing to read "Mary Ng", enclosed in a thin black rectangular border.

Mary Ng, P.C., M.P.
Minister of Export Promotion, International Trade, and Economic Development

Minister of
Small Business



Ministre de la
Petite Entreprise

Message from the Honourable Rechie Valdez, Minister of Small Business



As Canada's Minister of Small Business, I'm thrilled to see this trade mission to Taiwan and Vietnam, two of Asia's most dynamic economies, come to fruition.

On behalf of the Government of Canada, I'd like to especially thank the 23 women-owned and -led businesses participating in the mission.

I'd also like to extend my gratitude to Sara Wilshaw, Canada's Chief Trade Commissioner, and to Christine Nakamura and the whole Asia Pacific Foundation of Canada (APF Canada) team for their excellent work in organizing the mission.

Our government's Women Entrepreneurship Strategy, a \$7 billion investment, is proud to be supporting this initiative and all of you!

As a former small business owner myself, I am committed to helping women entrepreneurs scale up and export globally. We recognize that only 16% of small businesses are women-owned, and of those, only 11% export.

An initiative like this is a prime example of how we are working with partners to change these numbers for the better.

APF Canada and the Trade Commissioner Service are providing access to advisors and a range of resources and supports, including pre-mission training and in-market promotion, so women business owners feel empowered to unleash their potential.

To our delegates as well as the local businesses and government leaders joining in these activities: thank you, one and all. Your participation is vital to fostering economic growth and innovation across our economies.

By building bridges between our markets, we're building a more inclusive and prosperous future for everyone.

Thank you, and I wish you a very successful mission.



Welcome, Bienvenue, 歡迎!

On behalf of the whole team at the Canadian Trade Office in Taipei (CTOT), it is my honour to extend a warm welcome to all participants in the Asia Pacific Foundation of Canada's eighth women-only business mission to Asia, and second to Taiwan.

Taiwan has a rich history influenced by many groups over the last several centuries (notably Indigenous, Dutch, Spanish, Han Chinese, and Japanese) and continues to draw admiration from the international community for its flourishing democracy, developed and inclusive economy, educated workforce, and technological expertise. A unique place where Eastern traditions harmoniously blend with Western business culture, a growing number of Canadian companies are choosing to do business in Taiwan, embracing the warmth of both its people and its climate.

Beyond valuable cultural and people-to-people ties, Canada and Taiwan maintain healthy, robust trade relations underpinned by bilateral arrangements promoting and protecting investment and fostering collaboration in science, technology and innovation. Later this year, we will mark 20 years of high-level annual economic consultations on these and other issues of mutual interest, such as supply chain resilience and Indigenous co-operation. As one of Canada's top 15 global trading partners, expanding multifaceted engagement with Taiwan is a focal point of Canada's Indo-Pacific Strategy.

Whether you have been to the island before, or this is your first time visiting, innovators like yourselves are bound to discover that opportunities abound in all sorts of business sectors — but especially in clean tech, ICT, health care, and education. At the CTOT, we are aware that Taiwan's new administration is actively working to improve conditions for everyday people over the next decade and beyond, in key areas where Canadian businesses possess world-renowned strengths: eldercare solutions, renewables and greenification, second-language learning, software development, and so on.

I know you will enjoy the programming this week, and I encourage you to reach out to the team of dedicated trade commissioners at the CTOT who can advise you on your in-market potential and connect you with qualified contacts.

Jim Nickel

Executive Director of the Canadian Trade Office in Taipei

TAIPEI ECONOMIC AND CULTURAL OFFICE, CANADA
駐加拿大台北經濟文化代表處

September, 2024

本人謹代表駐加拿大台北經濟文化代表處向加拿大亞太基金會，以及獲選參加女性企業家團訪台的廿五位傑出女性，致上最誠摯的恭賀之意。

這個訪團是為推進女性領導地位而做的卓越努力，台灣很榮幸被挑選為此行目的地之一。鑒於台灣在創新、科技方面的深厚實力，在衛生保健、潔淨科技、資通訊、教育科技及零售等領域，台灣一定能為此團提供深具意義的機會。

本人相信，亞太基金會所率訪團將為加拿大女性企業家開拓更多深具潛力的市場，有助台灣與加拿大邁向更堅韌的夥伴關係。預祝此次訪問成果豐碩，順利成功。



On behalf of the Taipei Economic and Cultural Office in Canada, I would like to extend my warmest congratulations to the Asia Pacific Foundation of Canada and the twenty-five outstanding entrepreneurs selected for the Women-only Business Mission to Taiwan this November.

Taiwan is honoured to be chosen as the destination for such an exciting initiative, which represents a remarkable investment in advancing women's leadership. At the same time, Taiwan's strengths in innovation and technology are bound to create meaningful opportunities for the mission's key focus on sectors such as healthcare, clean technologies, ICT, edutech, and retail.

I am confident the APF's Women-only Business Mission to Taiwan will uncover significant market potential for Canadian women entrepreneurs, paving the way for even more valuable partnerships between Canada and Taiwan. I wish all the participants a fruitful and successful trip.

A handwritten signature in black ink that reads "Harry Tseng". The signature is fluid and cursive, with a long horizontal stroke at the end.

Harry Ho-jen Tseng

Embassy of Canada



Ambassade du Canada

A warm welcome to the Women-only Business Mission to Vietnam! This mission marks another landmark in Canada's commercial relations with Vietnam following the historic Team Canada Trade Mission led by Canada's Minister of Export Promotion, International Trade and Economic Development, and the 2nd meeting of the Joint Economic Committee earlier this year. These efforts demonstrate Canada's commitment to supporting Canadian businesses and building trade and investment partnerships in the Indo-Pacific, particularly with one of the region's fastest growing and most dynamic economies: Vietnam.



This mission is also a concrete example of Canada's ambition to advance gender equality and the empowerment of women and girls. I am proud of the leadership role Canada has taken, guided by the Feminist Foreign Policy, to support women and girls in Vietnam. Through partnerships with the Government of Vietnam, UN Women, development partners and local organizations, Canada continues to be a strong proponent of the Women, Peace and Security Agenda in Vietnam, through programs, advocacy, and events like the visit of Canada's Women, Peace and Security Ambassador to Vietnam in 2023. Vietnam's adoption of a National Action Plan earlier this year is another result of our shared commitment to gender equality and shows the value of our long-term partnership.

At the community level, Canada supports initiatives, large and small, to end gender-based violence and discrimination, and enhance economic opportunities for women in Vietnam, including through the Canada Fund for Local Initiatives. Canada is one of Vietnam's largest development assistance partners, and our Feminist International Assistance Policy, one of the first of its kind, puts gender equality and the empowerment of women and girls at the heart of everything we do, as the most effective way to build a more peaceful, inclusive and prosperous world. For many years, Canada has helped build the ecosystem and the capacity to support women to succeed in business. Our efforts have contributed to the growth of women-owned and women-led businesses all over Vietnam, through programs empowering Micro, Small and Medium Sized Enterprises (MSMEs), cooperatives and Social Impact Businesses. It is gratifying to see that graduates of some of these programs are not only thriving in the Vietnamese market but are also partnering with foreign firms and exporting their products.

Canadian participants on the mission may very well meet business partners who have benefitted from Canadian support. They will also find a more open, inclusive and equitable environment, in part thanks to Canada's long and productive partnership with Vietnam on gender equality. The Women only Business Mission is a culmination of Canada's commitment to gender equality in Vietnam, and a concrete demonstration of the mutual benefit that this commitment offers. I am delighted to count Canadian women-led businesses as an ally in this continued effort, and confident that the mission will generate commercial successes and strategic partnerships to its list of results.

The Government of Canada in Vietnam stands ready to support women-led businesses in both countries and looks forward to celebrating new partnerships.

Shawn Steil
Ambassador of Canada to Vietnam

Canada



Message from
H.E. Pham Vinh Quang
*Ambassador of the Socialist Republic of Vietnam to
Canada*

It is with profound joy that I extend my heartfelt congratulations to the radiant Canadian Women-Only Business Mission to Vietnam in November 2024. This mission stands as a testament not only to our shared commitment to advancing women's empowerment but also to the blossoming relationship between Canada and Vietnam, rooted in mutual respect, cooperation, and a shared vision for a sustainable and inclusive future.

Over the years, our partnership has flourished into a harmonious and mutually beneficial Comprehensive Partnership. Frequent high-level exchanges and visits have nourished this bond, reinforcing our dedication to deepening engagement across numerous fronts. Our bilateral trade relations are a shining beacon of this progress. In 2023, the two-way trade between our nations reached a record CAD \$14.1 billion, with Vietnam holding the cherished position as Canada's largest trading partner in ASEAN. Canada's exports to Vietnam increased by 38.1% in the first eight months of 2024 compared to the same period in 2023, heralding a new era of deeper economic engagement. Vietnam proudly accounts for 44% of Canada's total imports from ASEAN, solidifying its role as a treasured strategic trade partner.

For more than three decades, Canada has been a steadfast companion in Vietnam's development journey, contributing over CAD \$1.84 billion to poverty reduction and sustainable growth initiatives. Through Canada's unwavering support for gender equality initiatives and programs that empower women-owned businesses, we are jointly nurturing a future where everyone benefits from economic progress. Vietnam is honored to be Canada's priority partner in promoting Women, Peace, and Security, reinforcing the profound significance of gender equality in global peace efforts.

The Canadian Women-Only Business Mission to Vietnam this November is a beautiful reflection of the harmony between our countries' shared priorities and

Canada's Indo-Pacific Strategy, which gracefully identifies Vietnam as a gateway to ASEAN and a key partner in advancing sustainable growth, innovation, and economic security in the region. With the anticipated opening of Export Development Canada's (EDC) office in Ho Chi Minh City, Canadian companies will have greater opportunities to expand operations, cultivate partnerships, and collaborate with Vietnamese partners in the enchanting sectors of cleantech, agriculture, digital transformation, and life sciences.

During this mission, participants will have the precious opportunity to immerse themselves in the vibrant culture of Vietnam. They will experience the country's stunning natural beauty, savor its exquisite cuisine, and connect with its warm and hospitable people. This cultural exchange will undoubtedly enrich their journey, fostering a deeper understanding and appreciation of the unique essence that defines Vietnam.

In closing, I extend my deepest appreciation to the Asia Pacific Foundation of Canada and all participants for your unwavering dedication to fostering meaningful international cooperation. I wish you every success in this mission and eagerly anticipate the many innovative collaborations that will blossom. Together, let us continue to build a future that reflects the best of our values, strengthens our economies, and contributes to a peaceful and prosperous Indo-Pacific region.

Consulate General of Canada



Consulat Général du Canada

October 25, 2024

The Consulate General of Canada
235 Dong Khoi Street, District 1
Ho Chi Minh City, Vietnam

Dear participant,

It is an immense pleasure to welcome you to the vibrant economic powerhouse that is Ho Chi Minh City, Vietnam.

Vietnam, a dynamic and captivating country, is becoming a crucial economic partner for Canada in the Indo-Pacific region. An important pillar of Canada's Indo-Pacific Strategy (IPS), Vietnam – with its nearly 100 million-strong consumer base, expanding middle and affluent class, rapid development rate, and fast-growing digital economy – is well-positioned to contribute to Canada's continued economic prosperity. Capitalizing on its strategic location, Vietnam has also emerged as a premier global manufacturing destination. Companies from around the world, in a bid to optimize their supply chains, are increasingly drawn to Vietnam.

Vietnam has been Canada's largest trading partner in the Association of Southeast Asian Nations (ASEAN) region since 2015. The value of two-way merchandise trade between Canada and Vietnam achieved a record high of over \$14 billion last year, a testament to our growing relationship. The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) to which Canada and Vietnam are both parties is expected to deepen our commercial ties even further over the coming years.

I wish to recognise and thank the Asia Pacific Foundation of Canada for its leadership in organising this mission and for granting me the honour of celebrating the arrival of a remarkable delegation of Canadian women leaders and entrepreneurs who represent the pinnacle of business excellence.

Your presence here is not only proof of your individual achievements, but it also exemplifies the growing influence of women in the global economy. The world is recognizing that diversity, including gender diversity, is not just a societal goal, it is an economic imperative. As women in international trade, you are breaking barriers, innovating industries, and creating a lasting impact.

Canada

At the Consulate General of Canada in Ho Chi Minh City, we are deeply committed to fostering strong partnerships that enhance trade, investment, and innovation between Canada and Vietnam. We believe that this delegation will play a crucial role in strengthening these ties by sharing knowledge, exploring new business opportunities, and forging collaborations that benefit our respective economies.

Your ambition, vision, and innovative spirit are inspiring, and I am confident that the connections you make here will result in fruitful partnerships, contributing to the prosperity of all involved.

Your visit comes just a few months after the groundbreaking Team Canada Trade Mission (TCTM) led by Minister Ng which saw almost 250 Canadian business leaders engage in three days of meetings that significantly deepened commercial ties between our two countries. I am convinced that your presence in Vietnam will allow us to further accelerate the bilateral momentum generated by the TCTM.

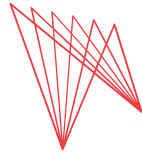
On behalf of the Consulate General of Canada in Ho Chi Minh City, and the Canadian Trade Commissioner Service, I wish to express our collective enthusiasm at the prospect of helping you seize the countless opportunities presented by the Vietnamese market. I hope that you will take full advantage of your time here to deepen your awareness of the country and ultimately build solid, mutually beneficial partnerships with Vietnamese counterparts. My team and I look forward to supporting you every step of the way.

Sincerely,



Annie Dubé
Consul General of Canada in Vietnam

Canada



ASIA PACIFIC
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OF CANADA FONDATION
ASIE PACIFIQUE
DU CANADA



It gives me tremendous pleasure to welcome everyone to “Partnering for Sustainability: The Canadian Women-only Business Mission to Taiwan and Vietnam.”

The agenda for this program offers opportunities for rich discussions on gender equity and economic development, as well as strategies for entering international markets with women entrepreneurs, business and thought leaders from Canada, Taiwan, and Vietnam. The mission also features personalized business-to-business matchmaking for our Canadian delegates, who will introduce Canadian innovations to

potential partners in Taiwan and Vietnam.

I hope that the mission’s full week of policy and business discussions will be fruitful, leading to agreements and collaborations that will be mutually beneficial for all economies and societies involved.

While Canadian businesses have for many years been expanding their presence in Asia, women-owned and -led, small and medium-sized enterprises have traditionally focused on our domestic and US markets. Fortunately, that trend is now changing, with Canadian women entrepreneurs diversifying into international markets including growth markets in the Indo-Pacific region. Taiwan and Vietnam are two deal partners in the region for Canadian women-owned and -led businesses.

Taiwan’s clean technology sector provides a great opportunity for businesses, having codified its commitment to reach net-zero emissions by 2050. Likewise, Taiwan’s dynamic digital healthcare ecosystem is an attractive sector for businesses focused on health tech and life sciences. Taiwan is also at the centre of global and regional high-technology supply chains due to its robust manufacturing industries for semiconductors, 5G telecommunications, AI, and the Internet of Things (IoT).

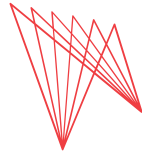
Vietnam's high-tech manufacturing industry is an emerging regional hub, fuelled by recent investments in semiconductors and smartphone production. Vietnam's startup ecosystem is also growing, driven by various government support programs. Its clean technology sector is also an attractive sector for businesses, as it is one of the world's most susceptible countries to the impacts of climate change. Vietnam's growing middle class and aging population has led to a high demand for quality health care services and products.

I would like to congratulate the Canadian women delegates who have been carefully chosen for the mission from across our country. I also extend my sincere appreciation to the efforts of the Asia Pacific Foundation of Canada team, led by Christine Nakamura, Vice President of the Foundation's Central Canada Office, for bringing this ambitious and inspiring vision to reality.

I look forward to hearing about the successes of this mission.

The Hon. Pierre Pettigrew

Chair of the Board, Asia Pacific Foundation of Canada



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DU CANADA



On behalf of the Asia Pacific Foundation of Canada (APF Canada), I am delighted to welcome all participants to Partnering for Sustainability: The Canadian Women-only Business Mission to Taiwan and Vietnam.

This mission is the Foundation's second gender-based business mission to the Indo-Pacific region as part of our 2023-2025 mission series, Northeast X Southeast: Advancing Partnerships Between Canada and Asia, and the eighth since launching our Women-only Business Mission Series in 2019 to help women entrepreneurs grow their businesses globally. Focused on technology and innovation sectors, the mission highlights the innovations for a sustainable future that women entrepreneurs in Canada bring to these sectors and the world.

In our efforts to support economic growth and women's economic advancement, we encourage Canadian women in business, particularly women entrepreneurs leading small and medium enterprises, to consider diversifying their target markets to include those in the dynamic Indo-Pacific region. Led by Christine Nakamura, Vice-President of our Central Canada Office, and with support from the Government of Canada's Women Entrepreneurship Strategy Ecosystem Fund, this mission is poised to be another great success.

Taiwan and Vietnam are promising markets for Canadian businesses. Both jurisdictions have strategically prioritized the technology and innovation sectors in their economic strategies and offer attractive opportunities to foster growth and international collaboration. Taiwan is an attractive market for Canadian companies due to its C\$1-trillion economy, highly skilled workforce, rigorous intellectual protection laws, and world-class infrastructure. In 2023, Taipei and Ottawa signed a foreign investment promotion and protection arrangement to help protect and promote bilateral investments between the two economies.

Vietnam offers significant trade opportunities for Canadian companies due to its strong domestic consumption base and thriving export-oriented manufacturing sector. Notably, as a member of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, Vietnam already has a free trade agreement with Canada. Anticipated growth in Canada's merchandise and services trade with Vietnam is expected upon completion of Canada-ASEAN free trade agreement negotiations, encompassing Vietnam.

I would like to take this opportunity to thank our numerous public- and private-sector partners in Canada, Taiwan, and Vietnam for their generous support. The realization of this ambitious and inspiring project is a team effort — thank you to all our sponsors, partners, collaborators, staff, thought leaders, and mission chairs. I hope that your meetings and discussions are productive, and I look forward to the mission's positive outcomes.

Jeff Nankivell

President and CEO, Asia Pacific Foundation of Canada

AGENDA

[Taiwan Symposium Agenda ▶](#)

[Vietnam Symposium Agenda ▶](#)

[Schedule Overview \(Full Week\) ▶](#)

A large audience is seated in a hall, facing a stage. On the stage, a woman is speaking at a podium. A large screen behind her displays a close-up of her face. The audience is seated in red chairs, and the hall has a high ceiling with recessed lighting. A blue semi-transparent overlay covers the center of the image, containing the text.

SPEAKERS & THOUGHT LEADERS



Minister Jen-Ni Yang

Deputy Trade Representative, Office of Trade Negotiations, Executive Yuan



Dr. Nguyễn Hoàng Long

Deputy Minister of Industry and Trade of the Socialist Republic of Viet Nam



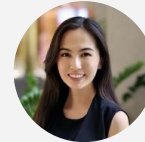
Bronwyn Bridges

CEO & Co-founder, PragmaClin



Charlene Brophy

President & CEO, FONEMED



Christina Cai

COO & Co-founder, Lydia AI



Kathleen Chan

Founder & CEO, Calico



Annie Dubé

Consul General of Canada, Ho Chi Minh City, Vietnam



Cao Thị Ngọc Dung

Chairwoman of the Board of Directors & General Director, Phu Nhuan Jewelry Joint Stock Company (PNJ)



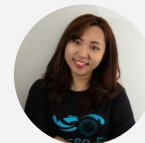
Dr. Amanda Healy

CEO, Warrikal Pty Ltd & Managing Director, Kirrikin



Fanny Huang

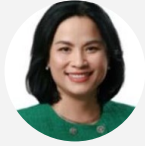
President, EOI Group & Director, Women on Boards



Yi Jou (Alice) Hung

Founder, Micro PC Co., Ltd.





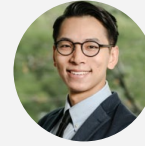
Dr. Ngô Thị Phương Lan

President, University of Social Sciences and Humanities, Viet Nam National University – Ho Chi Minh City (USSH, VNUHCM)



Phạm Thị Mỹ Lệ

Chairwoman of the Board of Directors, L&A Holdings & Co-founder, Ho Chi Minh City Association for Women Executives and entrepreneurs (HAWEE)



Dr. A.W. Lee

Director of Inclusive International Trade, Asia Pacific Foundation of Canada



Dr. Syaru Shirley Lin

Founder and Chair of the Center for Asia-Pacific Resilience and Innovation (CAPRI)



Mary-Jane Lorette

Vice President, International Affairs, Network & Partnerships, Air Canada



Dawn Madahbee Leach

General Manager, Waubetek Business Development Corporation



Karine Mailhot-Sarrasin

Chief Communications Officer, WaterShed Monitoring



Christine Nakamura

Vice-President, Central Canada Office, Asia Pacific Foundation of Canada



Jim Nickel

Executive Director, Canadian Trade Office in Taipei





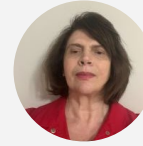
Dr. Ito Peng

Canada Research Chair in Global Social Policy & Director of the Centre for Global Social Policy, Department of Sociology and the Munk School of Global Affairs and Public Policy, University of Toronto



Bobbie Racette

Founder & CEO, Virtual Gurus



Dr. Asia Shvarzman

Head Research and Innovation, Gardon Construction Ltd.



H.E. Mr. Shawn Steil

Embassy of Canada, Ambassador of Canada to Vietnam



Nathalie Tremblay

CEO, 7D Collaborative Metrology



Ruth Vachon

CEO, Réseau des Femmes d'affaires du Québec



Jasmine Wahhab

Consul & Senior Trade Commissioner, Consulate General of Canada in Ho Chi Minh City



Kiyo Weiss

Senior Director Sales Asia Pacific, Air Canada



Sara Wilshaw

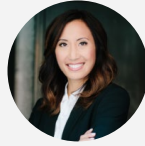
Assistant Deputy Minister & Chief Trade Commissioner, Global Affairs Canada





Tina Wilson

Director, New Zealand Trade Development Centre, Taipei, Taiwan



Maili Wong

Executive Vice-President, Senior Portfolio Manager & Board Director, Wellington-Altus Private Wealth



Dr. Hsiao-Wei Yuan

Professor, School of Forestry and Resource Conservation, National Taiwan University (NTU) & Vice President for International Affairs & Dean, International College, National Taiwan University & Vice Director, Biodiversity Research Center, NTU



Yuri Yuko

CEO, Jidi Culture Publishing Co., Ltd.



CALICO

COLLABORATIVE METROLOGY

CORE RENEWABLE ENERGY

DBC
Diagnostics Biochem Canada

GARDON CONSTRUCTION

GB GROUP

GENE BIO MEDICAL

GLOBAL power technologies

GrantMe

LYDIA.ai

COMPANY PROFILES

MATERIAL FUTURES

PragmaClin

sharesmart

SPECTRUM MEDICAL DIAGNOSTICS

TRADEWORKS ENVIRONMENTAL

VIRTUALGURUS

WEVAIR

WellTel Health

evoco

WaterShed Monitoring

vidigami
Your photos. Your stories.



Kathleen Chan

CEO

CALICO

COMPANY DESCRIPTION

Calico is where production happens. Calico is a single platform for fashion brands and their factories to procure, produce, and finance the goods they manufacture. Calico's platform and vetted global factory network help retail and DTC brands across the world mitigate supply chain uncertainties, automate manual production tasks, and activate new supplies approximately 12 times faster. Calico works with apparel, accessories, and footwear brands, doing C\$5 million to C\$50 million in revenues to source and manufacture their goods globally. Calico then pairs them with vetted manufacturers across regions in Latin America and Asia to activate their production orders. Women-owned and -founded, 87 per cent of Calico's brand clients and partner factories are owned or led by women and BIPOC founders. Our team has over 20 years of supply chain experience with organizations including Microsoft, Freightos, and Clearco. We are backed by leading venture capitalists such as Serena Ventures, Entrada Ventures, and Menlo Ventures.

UNIQUE VALUE PROPOSITION

Calico is working on democratizing the way brands, big and small, source, produce, and buy custom products at scale. Historically, scaling brands lack the access and financial capacity to discover and produce with best-in-

class factories. On the flip side, the world's best factories are not always the best marketers, leaving them at a disadvantage when it comes to growing their business sustainably. Calico fixes this by democratizing factory discovery, de-risking production orders through our proprietary term structure and giving production teams the tools to deliver peace of-mind orders.

SECTORS SERVED

Fashion and manufacturing, ICT

Target Organizations

With this trade mission, we are targeting manufacturers, mills, and trade associations in the apparel and footwear spaces. Our primary target organizations are manufacturers able to service small- and medium-sized orders, focused on sustainability and/or ethical production, and capable of taking on North American customers.

OBJECTIVES

We are looking to set up new commercial partnerships with factories, get acquainted with local trade associations for on-the-ground support, and establish the foundation for successful long-term business relationships.



Nathalie Tremblay

Vice-president & General Manager



COMPANY DESCRIPTION

7D Collaborative Metrology (7DKM) has developed and currently manufactures Indoor GPS System (iGPS), a highly accurate dimensional measurement system for the manufacturing and/or assembly of large-scale objects and components. Founded in 2019, the company exports to Asia, Europe, and America. In July 2024, 7DKM received the “Best Exporter Award” from World Trade Toronto. 7DKM’s clients consist primarily of specialized businesses involved in the manufacturing and assembly of large components for the aeronautic, naval, ground transportation, renewable energy, and aerospace industries.

The Indoor GPS System adapts traditional GPS technology, using infrared emitters instead of satellites to create a “coordinated universe” through precise laser impulses. Sensors capture these signals, calculating angles and positions based on the synchronization of light pulses. This high-performance dimensional measurement system enables the accurate measurement of medium- to large-sized objects, precise localization and alignment, dynamic assembly processes, and positional synchronization of various equipment.

During the assembly process, our system functions as a “virtual template,” bridging the physical world (workpiece) with the ideal world (CAD) without the need for traditional templates. This innovation is particularly valuable for templateless assembly procedures and final assembly, allowing for precise positioning control of all components as in aircraft construction.

UNIQUE VALUE PROPOSITION

The iGPS metrology system offers significant advantages over traditional methods: elimination of tedious manual measurements, reduction of human error, and rapid and highly accurate results. The wireless communication system enables flexible and dynamic measurement setups fit for diverse applications across the automotive, aerospace, and manufacturing industries. By replicating GPS technology with high-accuracy sensors and transmitters, 7DKM’s iGPS system is revolutionizing industrial metrology. It delivers real-time, precise measurements, enhanced efficiency and quality in industrial processes, simultaneous multi-point measurements and dynamic (in-motion) measuring capabilities, ideal for large object assembly.

INDUSTRIES SERVED

Manufacturing, Metrology and High-precision industries.

TARGET ORGANIZATIONS

We are targeting businesses specializing in dimensional measurement for potential collaborations, universities involved in R&D related to novel assembly technologies, and direct clients such as primary manufacturers and major subcontractors.

OBJECTIVES

We aspire to gain deeper insights into the Taiwanese and Vietnamese markets, explore local industries and potential applications for our products, and establish connections with potential collaborators and system integrators.



Dr. Andrea Kraj

CEO & President



COMPANY DESCRIPTION

CORE Renewable Energy is a leading provider of innovative and customized renewable energy solutions. Specializing in solar, wind, biomass, and energy storage technologies, CORE can customize any energy system design and is dedicated to designing and implementing energy systems that meet each client's unique needs. With a focus on integrating renewable energy systems into various infrastructures, CORE employs advanced simulation tools for both short-term and long-term planning. This ensures seamless integration and optimal performance of energy systems in micro-grids, smart cities, and autonomous units. CORE's approach mitigates the risks associated with random system implementation, enhancing system productivity, reliability, and the overall bottom line. Whether serving businesses, governments, or individual consumers, CORE's mission is to deliver reliable, efficient, and sustainable energy solutions that enhance productivity and reduce environmental impact.

UNIQUE VALUE PROPOSITION

CORE designs and implements smart microgrids with solar, wind, biomass, and storage systems for optimized performance, reliability, and affordability. CORE's diverse portfolio allows clients to choose the most suitable energy systems technology, providing flexibility and adaptability. By leveraging cutting-edge technology and industry expertise, CORE is committed to driving the transition to a more sustainable and energy-efficient future for businesses, governments, and consumers alike.

Offering end-to-end services from consultation and design to installation and maintenance, we ensure continuous support throughout the lifecycle of energy systems. With industry-leading expertise and a commitment to innovation, CORE delivers advanced solutions that promote sustainability and reduce environmental impact and helps clients achieve energy independence, improve operational efficiency, and realize significant cost savings, positively impacting their bottom line.

SECTORS SERVED

Cleantech, energy

TARGET ORGANIZATIONS

We are looking to target organizations in Taiwan and Vietnam that can assist in expanding our market presence. We would like to collaborate with energy companies in both markets and meet with government agencies to learn more about clean energy in Taiwan and Vietnam.

OBJECTIVES

Our objectives for participating in this trade mission are focused on expanding market presence, fostering strategic partnerships, and advancing renewable energy initiatives in Taiwan and Vietnam. We hope to enhance our competitive position through local partnerships that support our mission of delivering sustainable and innovative energy solutions.



Pamela Vitale

Chief Operating Officer



COMPANY DESCRIPTION

Founded 50 years ago, Diagnostics Biochem Canada (DBC) has become a leading innovator in the global health care industry, specializing in the research and manufacture of ELISA test kits. Today, DBC is recognized worldwide as a top supplier of diagnostic solutions that effectively meet the needs of health care providers and patients alike. Our diverse team of over 50 professionals brings a wealth of experience from various industries and cultural backgrounds.

DBC is poised to grow. In 2017, we expanded into a state-of-the-art 35,000 square foot facility in London, Ontario. Looking ahead, we remain dedicated to leading the charge in the In Vitro Diagnostics (IVD) field, continually embracing technological advancements and medical research to develop personalized solutions.

UNIQUE VALUE PROPOSITION

DBC's focus on ELISA technology allows us to meet advanced diagnostic needs effectively. We are committed to maintaining the highest quality standards in our state-of-the-art facilities. Our products are highly customizable, which allows us to adapt to specific market needs in both Taiwan and Vietnam. We have ensured that all our offerings are compliant with local registration requirements in these markets.

With a global reach, DBC adapts its products to local markets, addressing diverse healthcare challenges. We are currently exporting worldwide, including to North and South America, Europe, the Middle East, and Africa. Our comprehensive customer support and inclusive workplace culture further enhance our offerings, making DBC a leader in advancing global public health and a trusted partner in the healthcare industry.

SECTORS SERVED

Healthtech, Life Sciences

TARGET ORGANIZATIONS

We aim to partner with local distributors who have a strong market presence and understanding of the region. By collaborating with these organizations, we intend to expand our reach and enhance our distribution network.

OBJECTIVES

Our goals are to expand our distribution network by partnering with key local distributors, adapt to market demands, and explore collaborative opportunities to enhance our market presence and efficiency.



Dr. Asia Shvarzman

Head of Research and Innovation



COMPANY DESCRIPTION

Gardon Construction is a dynamic and technologically advanced company specializing in construction management, general contracting, concrete restoration and rehabilitation, and additive manufacturing in construction, also known as 3D concrete printing. The Gardon Construction team possesses a wealth of expertise in various areas, including new project construction, comprehensive interior and exterior renovations, and expansions.

As a highly competitive firm, Gardon Construction takes pride in its exceptional professionalism and proven track record in diverse markets, ranging from commercial and industrial sectors to multi-family residential, institutional, health, and high- and low-rise envelope restoration projects.

UNIQUE VALUE PROPOSITION

With over 40 years of experience, Gardon Construction excels in construction management, general contracting, and advanced concrete restoration, including 3D concrete printing. Gardon Construction serves the public and private sectors, delivering unmatched expertise, innovative solutions, and a commitment to excellence for commercial, industrial, residential, and institutional projects.

Gardon Construction offers a collaborative approach, which is ideal for clients preferring minimal direct involvement. They handle every construction task,

ensuring results meet specifications, budget, and timelines, while providing regular client updates.

Operating from our cutting-edge R&D facility at CentrePort, Canada, we lead in sustainable construction practices, developing innovative low-carbon 3D concrete materials for extreme climates and shaping a greener future for the construction industry.

SECTORS SERVED

Construction

TARGET ORGANIZATIONS

We are looking to connect with local distributors, manufacturers, and research and development opportunities. We hope to meet with producers of cementitious materials, providers of 3D printing quality control monitoring systems, and firms in the field of additive construction manufacturing, especially related to robotics and machine learning. We are also interested in connecting with companies working in the field of ground improvement, research and development institutes focused on additive construction, and engineering consulting companies.

OBJECTIVES

We hope to investigate opportunities for business development and partnerships in Taiwan and Vietnam by introducing our low-carbon construction materials and technologies and state of the art R&D facilities in additive construction.



Hiba Badran

President & CEO



COMPANY DESCRIPTION

Led by a dynamic team of Canadian women, GBCS Group provides environmentally sustainable fleet management services empowered by cutting-edge technology and innovations. GBCS Group understands the critical role fleet management plays in mitigating environmental impact, driving the development of solutions that meet the evolving needs of clients and the planet. With a proven track record of delivering fleet projects of up to 3,000 assets in size and over C\$750 million in asset value while achieving client fleet cost savings ranging from 20 to 40%, GBCS is at the forefront of innovative solutions.

Through GBCS's comprehensive suite of digital platforms, including Lokomotive, Aukai, Orion, and Komet, we address the challenges faced across modes of transportation. Lokomotive offers robust solutions for land-based fleets, ensuring efficient management of trucks, trains, buses, and electric vehicles. Aukai stands as a beacon in marine and port fleet management. Orion and Komet redefine aviation and aeronautic fleet management paradigms with their modern cloud platforms, seamlessly integrating with existing systems to centralize aircraft and ground support equipment management. This integration facilitates informed decision-making and adherence to best practices.

UNIQUE VALUE PROPOSITION

GBCS's unique value proposition lies in the comprehensive capabilities of Aukai, Lokomotive, and Orion. Unlike existing fleet systems, GBCS's solutions

ensure 100% centralization of fleet data. These solutions cover asset life cycle from procurement to disposal and streamline user workflows with a simplified interface integrating stakeholder communication in real-time. With 450+ fleet data points per asset connected to reporting and an instant full history log, organizations can strategically manage carbon emissions and make fully data-driven decisions. By automating tedious tasks and relying on tried-and-true digital processes, GBCS's platform enhances productivity while delivering significant cost savings across the entire asset life cycle.

SECTORS SERVED

Innovative Fleet Management Solutions, Cleantech

TARGET ORGANIZATIONS

We are targeting a diverse range of organizations aligned with the specific capabilities of our fleet management solutions. For Lokomotive, our focus is on land-based fleets, encompassing trains, trucks, and other ground transportation assets. For Orion and Komet, we are targeting the aviation sector, and for Aukai, organizations related to marine-based assets such as ships, submarines, and boats.

OBJECTIVES

We hope to generate qualified leads within the Taiwanese and Vietnamese markets, meet with decision-makers to showcase Canadian-based fleet innovations, find local distributors, and close deals with major fleet organizations.



Jessica Hu

CEO



COMPANY DESCRIPTION

Gene Bio Medical (GBM) focuses on the R&D, manufacturing, and commercialization of diagnostic technologies that focus on the prevention and early detection of diseases and inherited genetic conditions. Our products include molecular diagnostics, drug detection, genomics, proteomics, bioinformatics, and research & development services. Aligning with our mission to revolutionize the health care industry, we strive to be the market leader in providing high-quality, evidence-based, cost-effective, and reliable products that are accessible to everyone.

GBM also operates a subsidiary, GBM Pharma, specializing in health supplements and personal care products.

UNIQUE VALUE PROPOSITION

GBM's unique value proposition lies in its focus on enhancing health care through innovative diagnostic technologies, particularly in molecular diagnostics and genomics, aimed at improving disease detection

and management. GBM Pharma distinguishes itself by offering a broad spectrum of health supplements and personal care products designed to support overall health, wellness, and anti-aging, alongside providing OEM services for businesses looking to develop their own branded products in the health sector.

SECTORS SERVED

Healthtech, Manufacturing

TARGET ORGANIZATIONS

GBM aims to connect with local distributors in Taiwan and Vietnam, including e-commerce platforms. We are also looking to meet with possible joint venture partners and investors.

OBJECTIVES

Through the trade mission, we hope to explore and enter new markets, network with potential customers and business partners, better understand local market dynamics and regulatory environments, and showcase our products and services to increase brand visibility.



Laura Kennedy

CEO



COMPANY DESCRIPTION

Originally established in 1975 to commercialize thermoelectric generator (TEG) technology, Global Power Technologies Inc. (GPT) now has almost 50 years of developing and manufacturing products in Alberta (Bassano and Calgary). Whether thermoelectric, photovoltaic (solar/PV), hybrid or combustion-based (ICE) power generation, GPT has evolved to become a full-service provider of reliable off-grid power solutions for any situation, and any location. Individual TEG units can provide 5W to 500W by burning fuel (natural gas or propane) and generating power through dissimilar materials to offer an extremely low maintenance and long-life generator for remote and critical industrial applications. GPT's key end user clients are in natural gas production, operations and distribution, and OEM military applications. Roughly 50% of sales are international, including South America, Southeast Asia, the Middle East and Australia.

UNIQUE VALUE PROPOSITION

GPT's power generation solutions are designed, tested, and proven for critical industrial applications with minimal field maintenance required. Customers prefer their trouble-free operations, particularly as there are few reliable alternatives available within the range of power generation possible.

GPT's solutions are of particular benefit in the gas industry where wellhead or pipeline gas is readily available, and certifications are internationally recognized for electrical, gas, and hazardous location requirements.

GPT has evolved to offer a range of power generating and methane abatement solutions with low emissions solutions to meet evolving company or regional ESG targets. Above all, these solutions are ultra-reliable and can be remotely operated with only annual maintenance required.

SECTORS SERVED

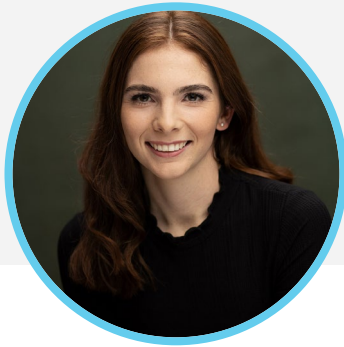
Energy, ESG

TARGET ORGANIZATIONS

We are looking to meet upstream and midstream gas industry owners and operators in Taiwan and Vietnam with challenges in reliable off-grid power generation and/or methane abatement targets.

OBJECTIVES

Our objectives for this business mission to Taiwan and Vietnam are to refine market understanding, confirm product fit to the market, expand our sales network with target clients, meet key engineering firms, and identify local sales/service agents.



Madison Guy

COO



COMPANY DESCRIPTION

GrantMe is a B2C education technology platform that helps students make informed decisions about their education and careers. We do this in two ways: first, we help students find the right school and help them with the admissions process; and second, we match them to scholarships and other award opportunities to help students pay for school. GrantMe's technology facilitates matching and application support for families, making it easier for students to plan their postsecondary journeys. We have a wide range of products that families can choose to purchase, and once they have access to the platform, we upsell and cross-sell them additional offerings.

UNIQUE VALUE PROPOSITION

GrantMe has the ability to increase students' certainty in achieving their goals of getting into their top choice postsecondary school/program and graduating debt-free. We combine this with a unique blend of always-accessible technology, a feedback loop based on data that is always improving, and worldclass education consultants to coach them. With this unique blend of technology and

human support, we can keep parents and guardians in the loop to maximize a student's chances of success. GrantMe's technology is disrupting the traditional education consulting industry, which has historically been a brick-and-mortar experience. Leveraging technology has allowed us to make our platform accessible to any student and family regardless of who or where they are.

SECTORS SERVED

Educational technology

TARGET ORGANIZATIONS

We are hoping to connect and build partnerships with English language and international schools, and local international student agents.

OBJECTIVES

We hope to connect with English language schools and local international agents. We would like to develop business relationships with at least five local partners in each economy and enter into a pilot agreement with one partner in each region.



Christina Cai

Co-Founder and COO

LYDIA.ai

COMPANY DESCRIPTION

Lydia AI is an applied artificial intelligence (AI) company on a mission to insure the next billion people. Lydia AI offers a cloud-based AI risk prediction engine as a software as a service (SaaS) to insurance companies. We sell SaaS licensing of our AI risk engine to insurance companies and offer professional services for integration and training. Insurance companies tap into our company's risk prediction engine to make instant, accurate, dynamic health risk predictions based on alternative data. These predictions can be incorporated throughout the insurance journey, and these actuarially validated health scores are used to make personalized customer experiences and improve underwriting practices.

UNIQUE VALUE PROPOSITION

Insurance companies struggle to develop competitive insurance products that can be purchased easily. For life and health insurance, people are often offered rigid insurance products that they need to get a medical exam in order to purchase. We help insurance companies use new sources of alternative data (wearables, government open health data, etc.) to develop new insurance products that can be purchased instantly using digital

data to underwrite. We are the only digital risk score in Asia that has been validated by re-insurers as an accurate risk assessment marker for the largest number of different insurance product types. The validation gives us an unparalleled advantage of enabling more insurance products to be underwritten using our health score, giving customers a diverse personalized experience that best meets their needs.

SECTORS SERVED

Information Technology, Insurance, AI, SaaS

TARGET ORGANIZATIONS

We would like to connect with senior executives in Taiwan and Vietnam who are leading digital transformation and customer experience at insurance companies. We are also looking to collaborate on research and development and establish a relationship with a local distributor.

OBJECTIVES

As a first-time founder who started Lydia AI out of college, Christina's main objective for this trade mission is to learn alongside seasoned business executives within the delegation.



Iris Redinger

CEO



COMPANY DESCRIPTION

Material Futures supplies petrochemical-free, low-carbon colouring solutions. We have developed a novel process to synthesize colourants via microorganisms for a variety of applications, such as apparel, cosmetics, and plastics. We supply our colourants to environmentally conscious brands, such as Lululemon and large fashion brands, to utilize on a variety of substrates.

Material Futures is a startup committed to recolouring everyday through the uptake of bio-colourants as a source of non-toxic natural colourants for industries moving towards low-carbon emissions. Our colourants showcase excellent performance characteristics that are required to meet industry standards in plastics, polymers, textiles, adhesives, and cosmetics. Our solution is derived from microorganisms, not petrochemicals, and has significant advantages over colourants which are currently manufactured using petroleum chemicals, including a reduction of polluted wastewater, an all-natural dyeing solution, and 50 per cent less energy consumption than current manufacturing processes.

UNIQUE VALUE PROPOSITION

Almost all colourants commercially available today are synthesized with harsh chemicals from petroleum-derived molecules. A small fraction of dyes come from plants or organic material (food waste, nuts, barks, leaves, etc.) but are only available in a muted palette. Many do not achieve a high enough industry

performance rating to attract a large portion of the market. Our colourants showcase excellent performance characteristics required to meet industry standards in plastics, polymers, textiles, adhesives, and cosmetics. This suggests that microorganisms offer a promising alternative. There is no dye derived from microorganisms available on the market today. Our value proposition lies in our ability to develop and define a new market opportunity and applications for our bio-colourants.

SECTORS SERVED

Manufacturing, Bio-colourants

TARGET ORGANIZATIONS

These regions are well-known for their significant contributions to the global textile market, driven by a combination of rich heritage in craftsmanship, strategic embrace of modern technologies, and a burgeoning commitment to environmental stewardship. Our focus is on engaging with forward-thinking and sustainability-driven organizations within the textile and fashion manufacturing industries in Taiwan and Vietnam which align with our commitment to environmental responsibility.

OBJECTIVES

We are hoping to cement our presence in the Taiwanese and Vietnamese markets by showcasing our innovative bio-based colourants. We want to secure local distribution and manufacturing deals and sign sales orders with major industry players such as Everlight and Lululemon.



Bronwyn Bridges

CEO



COMPANY DESCRIPTION

PragmaClin aims to help patients with Parkinson's Disease monitor their condition with the use of our flagship software, PRIMS. As a combined software-hardware digital tool, PRIMS uses depth cameras and surveys to capture data on 95% of the disease's symptoms. It then assesses and scores disease severity via machine learning and provides clinicians with assessment details, trend graphs, red flags, and report printing tools. Patients can also share data with their family members and caregivers to help with appointment scheduling and disease management at home. PragmaClin is sold as a B2B SaaS product per patient to systems, hospitals, and private clinics.

UNIQUE VALUE PROPOSITION

Parkinson's Disease affects 10 million people worldwide and is one of the world's fastest-growing neurological disorders. Yet there is an inequitable distribution of the resources available to manage the disease, with those living in rural areas having little access to specialized care. PRIMS empowers trained non-specialized health

care workers to manage the diagnosis of Parkinson's Disease more effectively in primary care settings. Patient benefits include reduced travel, improved quality of care, and control over personal health.

SECTORS SERVED

Health care, Healthtech

TARGET ORGANIZATIONS

PragmaClin is keenly interested in Asia because of the potential for our technology to improve neurological care in the region. During this trade mission, we hope to meet with hospitals, researchers, care institutions, and medical associations.

OBJECTIVES

We aim to learn how PRIMS and PragmaClin can help address gaps in the Taiwanese and Vietnamese health care systems, as well as establish partnerships with the region's leading neurological research and care institutions.



Rena Tabata

CEO & Co-founder



COMPANY DESCRIPTION

ShareSmart is a trusted leader in secure clinical communication. We provide encrypted, privacy legislation-compliant mobile photo and message-sharing services to facilitate communication between health care professionals, as well as between professionals and their patients. ShareSmart is a subscription-based service with a free version for the end-user.

UNIQUE VALUE PROPOSITION

ShareSmart's custom and cost-efficient solutions beat out other turn-key clinical solutions with our highly secured accessibility features, customized security options, and consent management. Our platform eliminates the risks associated with video services not built with health care's sensitive information in mind, allowing for the potential for privacy breaches and reputation damage.

At ShareSmart, we strive to increase clinic revenue, facilitate compliance with applicable health/personal

information privacy legislation, and enhance staff morale. Our services are currently used in over 160 countries, including Taiwan and Vietnam. Clinics that have implemented ShareSmart into their practices have reported up to a 34% increase in revenue, 23% increase in productivity, and a 19% increase in referrals.

SECTORS SERVED

Health care, Healthtech

TARGET ORGANIZATIONS

During the trade mission, we hope to meet with various health care providers -- particularly university-affiliated hospitals -- as well as prominent telehealth and communications companies.

OBJECTIVES

We hope to find partners in Taiwan and Vietnam who can assist in local distribution, collaborate in research and development, or investment in or pursue a joint venture with ShareSmart.



Sharmila Sriram

CEO & Founder



COMPANY DESCRIPTION

Spectrum Medical Diagnostics is a market leader in rapid point-of-care (POC) solutions which offers an innovative portfolio of products designed to optimize patient screening in any setting, including pharmacies. We offer screening devices for infectious diseases, substance abuse, women's health, and routine monitoring -- as well as Results+, our software-as-a-service healthtech platform.

With this model, patients can avoid lengthy laboratory wait times and receive immediate results on the spot for peace of mind & better health outcomes. By adopting POC testing, we hope to help address and mitigate the existing constraints within the health care industry and make high-quality diagnostics accessible to anyone, anywhere in the world.

UNIQUE VALUE PROPOSITION

Results+ is our patent-pending software designed to enhance our point-of-care product line. Through our software, the clinical workflow can be streamlined from data entry to in-depth result analysis. Results+ integrates seamlessly with our POCT devices, EHRs, and Laboratory Information Systems, enhancing efficiency and reducing errors. Results+ offers real-time data analysis, risk assessments, AI-generated screening

panels, prediction models, and more. Our cutting-edge technology will empower health care professionals to be more data-driven & sustainable.

SECTORS SERVED

Medical devices, Healthtech

TARGET ORGANIZATIONS

In Taiwan, we are targeting leading tech firms, distributors, and research institutions for technology integration and research collaborations. In Vietnam, our focus is building partnerships in expanding POC solutions and telemedicine services with health care providers, telecommunications companies, and government bodies.

OBJECTIVES

Our primary goal for the trade mission is to engage with local distributors. We also hope to meet with government agencies or health care associations to learn more about navigating the regulatory landscape, gain market insights, and access funding opportunities for health care innovation. Additionally, we want to build partnerships with medical schools and health care training institutes to integrate our solutions into educational curricula, training programs, and certifications for health care professionals.



Meni Mancini

Founding Partner



COMPANY DESCRIPTION

TradeWorks Environmental is a woman-owned, cleantech solution provider headquartered in Ontario, Canada. Targeting hard-to-treat organic waste and wastewater, our solutions combine process, equipment, and analytics to optimize municipal and industrial treatment systems. Our solutions integrate seamlessly into existing systems to minimize or avoid capital expenditure while achieving significant performance improvements. Performance results have been demonstrated across a wide range of global use cases, enabling customers to achieve cost savings while adopting clean technology and reducing their carbon footprint. At the core of our technology are 25+ formulations of specialized microbes which use more efficient metabolic pathways to enhance biological treatment based on performance objectives. Proven applications include enhanced degradation of organics in composting and lagoon-based treatment applications; improved nutrient removal and reduced sludge production in wastewater treatment facilities; increased biogas yield in anaerobic digesters; and reduction of H₂S, corrosion, FOG (fats, oils and grease) buildup, and odours in sewer collection systems. With a global network of distribution partners, we are positioned to meet circular economy and sustainability imperatives.

UNIQUE VALUE PROPOSITION

TradeWorks Environmental's solutions can save significant costs by avoiding costly infrastructure upgrades. Our solutions also efficiently reduce numerous

cost drivers, including energy consumption, treatment alternatives, sludge disposal requirements, and costs associated with mitigating the problems we prevent, such as FOG or sludge buildup in collection and lagoon systems. Furthermore, our solutions result in major reductions in greenhouse gas emissions where financial advantages related to carbon credits or other incentives may be applicable. Implementing TradeWorks Environmental's solutions has historically yielded cost savings between 20–70% due to savings in energy, chemicals, disposal and avoided treatment upgrades. Our technology is proven, and we have been successfully applying the Ydro Process® in many countries around the world with a high degree of success.

SECTORS SERVED

Cleantech, wastewater management

TARGET ORGANIZATIONS

We are targeting municipal and industrial utilities, government agencies, environmental regulators, and private firms focused on wastewater and organic waste management. We are seeking to connect with local distributors and strategic partners in both destination markets to facilitate market entry, understand local challenges, and tailor our solutions.

OBJECTIVES

Our objective on this business mission is to expand business opportunities and showcase our technology to industry stakeholders.



Bobbie Racette

Founder & CEO



COMPANY DESCRIPTION

Virtual Gurus offers premium virtual workforce solutions where human expertise and smart technology drive your business growth. Virtual Gurus leverages the power of machine learning and AI to deliver precise and innovative client services, specializing in providing remote work solutions for businesses of all sizes and connecting clients with skilled professionals from underserved communities. The AI-driven platform matches clients with the right talent, offering flexible work-from-home positions that empower diverse professionals. Trusted by leading companies including Mastercard, BMO, and Telus, Virtual Gurus is revolutionizing remote workforce solutions through cutting-edge technology and a commitment to inclusivity.

UNIQUE VALUE PROPOSITION

Virtual Gurus creates opportunities for those who have often been told “no” — individuals who may have experienced homelessness, veterans, and people living with mental health challenges. They provide skills training and match jobseekers with businesses in need of back-office support.

However, what truly sets Virtual Gurus apart is not only social impact, but also the innovative technology developed after securing over C\$10 million in funding. Virtual Gurus offers an AI-powered virtual reception

service tailored to your business needs. Intelligent call handling automates call routing and responses, ensuring every interaction is managed with precision and professionalism.

24/7 availability provides round-the-clock service, so your business never misses an important call or opportunity. Customizable interactions deliver tailored communication that aligns with your business’s tone and meets your customers’ needs.

SECTORS SERVED

HR Technology, Gig Economy

TARGET ORGANIZATIONS

Our principal target organizations are other freelance platforms or virtual assistant platforms like Virtual Gurus, and businesses we could partner with to build and integrate our Virtual Gurus platform in Asia within their own networks. We are also looking to target potential investors.

OBJECTIVES

We want to expand our operations into Asia, ideally finding a business in the Taiwanese and Vietnamese markets that could use our platform and technology and expand Virtual Gurus into Asia operations.



Dr. Natalia Mykhaylova

Founder & CEO



COMPANY DESCRIPTION

WeavAir offers business intelligence solutions for real estate and transportation hubs in the form of predictive software and multi-sensor IoT devices that measure 20 different metrics related to air quality, predictive maintenance, and people flow in real-time at 95 per cent accuracy, leading to over US\$300,000 in savings per installation per year and ROI of fewer than two years.

The WeavAir solution is composed of three components: WeavDetect, WeavPredict, and WeavConnect.

WeavDetect is a multi-sensor IoT device network providing monitoring of energy efficiency and air hazards for human health and wellbeing. WeavPredict applies sensor data and WeavConnect's software improves maintenance processes.

Our systems help users save 30 per cent on operation and maintenance costs, improve air quality, and reduce downtime and legal and insurance risks. WeavAir data can also integrate with ventilation control systems and sustainability and ESG reporting and certifications. The company has received 20 awards worldwide.

UNIQUE VALUE PROPOSITION

WeavAir offers a digital platform for direct measurement, reporting and verification of greenhouse gas emissions for more effective ESG investment and energy transition implementation, financing and insurance. We offer benefits to our clients, including advanced sensors providing better accuracy, precision, and long-term reliability.

We also incorporate AI algorithms and automated reporting visualizations. This first-of-its-kind solution enables problem diagnosis up to 200 times faster. The visualizations save time, allow for live operation process monitoring, faster comparisons, and help meet reporting requirements.

Our solution provides holistic tracking of over 20 different factors in real-time, 200 times faster diagnosis and prevention of hazards, and a predictive decision support system to detect sources of anomalies for predictive maintenance. The results are risk reduction in climate risk mitigation, maximized returns, and improved productivity.

SECTORS SERVED

Transportation, construction, infrastructure and building maintenance

TARGET ORGANIZATIONS

In Taiwan, WeavAir is focusing on industry leaders in semiconductor manufacturing, financial services, and academic research. In Vietnam, our targets include major players in the real estate, construction, and energy sectors.

OBJECTIVES

Our key objectives in Taiwan and Vietnam are to establish strategic partnerships, expand market presence, and explore research and development opportunities. We would also like to learn more about and understand local market dynamics.



Dr. Gabrielle Serafini

CEO & Co-founder



COMPANY DESCRIPTION

WelTel Health, a scalable software as a service (SaaS) platform, revolutionizes health care communication with a patient-centric focus. Offering robust digital outreach tools, it enhances patient follow-up and outpatient management, medication adherence, retention in care, and overall care quality. As the first program globally to use interactive text messaging with patients to improve health outcomes, WelTel's platform combines world-leading scientific validation and sophisticated software engineering to build intuitive innovations that are improving health and strengthening care delivery.

UNIQUE VALUE PROPOSITION

WelTel is a world-leading health care communications platform endorsed by the World Health Organization, the U.S. Centers for Disease Control and Prevention, and over 75 scientific articles. Usage of our platform has been proven to improve adherence, retention, outcomes, efficiency, capacity, and ROI. WelTel is also disease-agnostic and multilingual. It includes modules

for any condition and is therefore easily scaled across clinical services. It works in urban, rural, and remote settings worldwide, providing equitable access to quality healthcare.

SECTORS SERVED

Health care, Healthtech

TARGET ORGANIZATIONS

During the trade mission, we hope to connect with health care service providers who are interested in implementing WelTel into their operations. We also want to meet with local distributors and potential research and investment partners.

OBJECTIVES

For Taiwan, we aim to sign at least one MOU with a government or large private health organization. For Vietnam, we hope to sign an agreement to launch a proof of concept to support the HIV epidemic.



Natalie Ashdown

Co-founder & CEO



COMPANY DESCRIPTION

Evoco is a global innovation company founded to de-fossilize the material value chain. We are developing a platform of scalable material technologies to help brand partners detoxify and decarbonize high-performance consumer products. Evoco's innovation platform can be used to produce high performance Bio-Foams, Bio-Leathers, and Bio-TPU technologies. Evoco's Bio-Foam, FATES, brings measurable differences that enhance sustainability in a significant way.

Evoco excels in pioneering research and development at the intersection of material science and biochemistry, leveraging a multidisciplinary approach to create innovative materials with unprecedented properties. Evoco's unique technologies are intended to disrupt the petrol-chemistry industry through the power of plants. Evoco's products are a commercialized material solution, which leads to significant carbon reductions and reduced volatile agents and toxic chemicals for us and our environment.

UNIQUE VALUE PROPOSITION

We have scaled our technology with a focus on continued growth in the footwear industry while expanding our global reach with operations in China, Vietnam, and Italy. With 14 patents granted, Evoco is expanding its market opportunities by introducing new materials

and technologies into additional verticals and product line categories. Evoco's expansive existing patents and development of R&D across sectors are the cornerstones of our business growth, providing us with a competitive edge and protecting our innovations in sustainable and scalable next-generation materials. Evoco has been focused on pushing de-fossilization and detoxification, two key values that align with our mission to lead a materials transformation, which promises a large potential return on investment.

SECTORS SERVED

Biomaterials manufacturing, footwear

TARGET ORGANIZATIONS

We are targeting leading manufacturing companies in Vietnam and Taiwan that specialize or have an interest in developing greater sustainable manufacturing. Our focus is on organizations committed to reducing their carbon footprints and advancing environmental sustainability through innovation and collaboration. We are also looking for toll manufacturers to produce our chemistry for use in a wide range of commercial applications.

OBJECTIVES

We are aiming to establish partnerships, explore new market and manufacturing opportunities, and promote our bio-based materials.



Karine Mailhot-Sarrasin

Chief Communications Officer



COMPANY DESCRIPTION

WaterShed Monitoring aims to unite, support, and equip stakeholders of urban and natural water cycles for the good of future generations so that together we can protect our most precious resource. By helping every stakeholder in the water sector minimize their footprint, while maximizing their use of water, WaterShed Monitoring is contributing to achieve the UN's sixth Sustainable Development Goal (SDG) — ensuring access to water and sanitation for all, through insightful, sustainable management of water resources. WaterShed Monitoring brings together a team of internationally renowned scientific experts who truly care about improving water management practices. The team collaborates daily with its clients to support and empower them in the achievement of their objectives.

UNIQUE VALUE PROPOSITION

WaterShed Monitoring offers a unique combination of scientific expertise in limnology, water distribution systems, database architecture, geomatics, and IT. This allows WaterShed Monitoring to assist water managers in the selection and implementation of proven data management methods based on best practices and most recent research trends, and propose solutions tailored to unique situations. By training and coaching employees, WaterShed Monitoring helps clients strengthen their in-house expertise, so they can get the most out of

their monitoring data and improve water management. WaterShed Monitoring's Enki platform is unique because it allows for a comprehensive integration of all water-related data, in both urban and natural water cycles. By centralizing all the data gathered on the field, from probes, sensors, lab analyses, and IoT, clients avoid data loss and effort duplication, which increases their efficiency. Nerthus is the only cyanobacteria forecasting application relying on the analysis of fluctuations in the infrared and near-infrared spectrum.

SECTORS SERVED

Water and waste management

TARGET ORGANIZATIONS

We are targeting organizations and/or agencies involved in the management and protection of water resources. We would like to meet with organizations that are focused on implementing changes in line with Vietnam's 2023 Law on Water Resources. Other targets include universities with strong water science programs and environmental consulting firms.

OBJECTIVES

We want to strengthen the relationships we established in Vietnam earlier this year, demonstrate our commitment to the market, expand our network, and explore the possibility of a local agent based in-market.



Mandy Chan

President & CEO



COMPANY DESCRIPTION

Vidigami is a software technology company based in Vancouver, Canada. Founded by Mandy Chan, a serial entrepreneur and technologist with 13 awarded patents, the company has developed a living media archive designed to give communities an extraordinary platform for engaging members in story-sharing.

Vidigami is a collaborative media management platform designed for schools. Photos can come from every teacher, staff, parent or student. Vidigami allows users to protect and respect privacy while delivering community content needs. Through Vidigami, every photo uploaded is intelligently tagged, so it immediately becomes part of a school's living media archive — ready to be found, ready to be discovered, ready to be shared. Combined with robust consent administration, Vidigami simplifies centralizing, organizing, and sharing content and removes the complexity of managing content rights and data privacy.

UNIQUE VALUE PROPOSITION

Photos are integral to education. They have become the shorthand to how today's generation interacts and communicates. For schools, they are capturing learning both inside and outside the classroom to visually document every student's journey while also engaging families in the school experience.

Unlike any other photo or digital asset management system, Vidigami is designed to meet the needs of schools where the need to manage student data privacy and family consent is a critical part of school governance. Vidigami's intelligent content management system combines AI with robust privacy and consent administration to empower organizations with a reliable solution for centralizing, organizing, archiving, and sharing the experiences that connect their community.

SECTORS SERVED

Education, Education technology

TARGET ORGANIZATIONS

We are interested in opportunities for local distribution and investment. We would like to connect with regional ed-tech resellers and/or distributors, school associations, leaders, and social impact/ed-tech investors.

OBJECTIVES

Our objective in participating in this trade mission is to establish regional partners who can support our market development efforts in Asia. Additionally, we would like to identify investment capital that can support our international growth.

