





## INTERNATIONALIZATION SUPPORT

Whether you choose to trade with Asia; conduct vertical or horizontal foreign direct investment (FDI) into your target markets, or pursue joint ventures and strategic alliances with Asian business entities, there are many resources that can support your internationalization activities, both in Canada and Asia.

Victoria Harbor, Hong Kong, China

## 1. Canadian Government Agencies

### a. Trade Commissioner Services (TCS)

The Department of Foreign Affairs, International Trade, and Development's [Trade Commissioner Services](#) (TCS) is an invaluable resource for Canadian companies that are either thinking of or are in the process expanding into Asia. The TCS act as an Investment Promotion Agencies (IPA) and Trade Promotion Organization (TPO).

The TCS can provide you with the following support:

1. Firsthand [market intelligence](#) on the markets and opportunities you are pursuing
2. **Access to invaluable networks** including potential customers, distributors, sources of financing or investments, technology partners, and intermediaries
3. [Strategic advice](#) on how to effectively internationalize
4. [Funding opportunities](#)

### b. Provincial Trade and Investment Promotion Agencies

Below is a list of provincial departments and agencies that can help companies in their respective provinces expand internationally and into Asia.

1. [Alberta International Offices](#)
2. [Export Quebec](#)
3. [Manitoba Trade and Investment](#)
4. [New Brunswick, Economic Development – Export and Trade](#)
5. Newfoundland and Labrador – [Department of Innovation, Business and Rural Development](#)
6. [Nova Scotia Business Inc.](#)
7. Ontario's Ministry of Economic Development, Trade and Employment - [International Trade Specialists](#) (Export Group)
8. [Saskatchewan Trade and Export Partnership](#)
9. [Trade and Invest British Columbia](#)
10. [Trade Team PEI](#) and Innovation PEI's [Trade and Export Development Division](#)

### c. Export Development Canada (EDC)

[Export Development Canada](#) (EDC) is the country's export credit agency. EDC provides insurance and financing solutions to companies with export contracts. EDC also provides guarantees to banks, so they are encouraged to provide their exporting customers with access to more working capital.



Petronas Towers, Kuala Lumpur Malaysia



Merlion, Singapore



Philippine Flag, Manila, Philippines



Casino Lisboa, Macao

## 2. Investment Promotion Agencies (IPAs)

If you are planning to further your business interests in Asia by setting up business operations, including marketing and sales offices (SMO), regional headquarters (RHQ), research and development (R&D) center, regional warehousing and distribution centers, or manufacturing facilities, then investment promotion agencies could be a good resource for you.

Investment promotion agencies (IPAs) are often government agencies with a mandate of attracting foreign direct investments and the establishment of business operations into their areas of responsibility. IPAs can support you throughout the internationalization process. Below are services a typical IPA can offer you:

1. Information on business environment, sector, market opportunities, and industry trends
2. Introductions to business contacts, sector experts, government entities, industry associations, and qualified professional service providers such as lawyers, accountants, real estate brokers, in-market consultants, and immigration consultants
3. Guidance on-site location and selection, corporate structuring, talent needs, business planning, and market entry models
4. Arrangement of in-market visit programs
5. Business establishment support
6. Public relations services during the launch or expansion of company's businesses
7. Advice on relocations including housing, schooling, healthcare, social and business networking
8. Financial support for market entry, rent, and expansion activities
9. Business matching services for companies with mergers and acquisitions (M&A) or joint venture interests



King Sejong, Seoul, South Korea



Admiral Yi, Seoul, South Korea



Kowloon, Hong Kong

The conclusion of the Canada-Korea Free Trade Agreement (CKFTA) will open opportunities to many Canadian companies. [Korea Trade-Investment Promotion Agency](#) (KOTRA) is a state-funded trade and investment promotion organization operated by the Government of South Korea. KOTRA can assist Canadian companies with business interests in South Korea. Furthermore, the South Korean government established nine free economic zones throughout the peninsula. These economic zones can be potential points of entry into the Korean market by Canadian companies. More information can be found here: [Korean Free Economic Zones](#).

Other prominent and well-established IPAs in the Asian region include:

1. [Indonesia Investment Coordinating Board](#) (BKPM)
2. [Invest Hong Kong](#) (IHK)
3. [Invest Philippines](#)
4. [Japan External Trade Organization](#) (JETRO)
5. [Malaysian Investment Development Authority](#) (MIDA)
6. [Singapore Economic Development Board](#) (EDB)
7. [The Board of Investment of Thailand](#) (BOI)

The World Association of Investment Promotion Agencies (WAIPA) is a Geneva-based non-governmental organization which represents member investment promotion agencies globally. The WAIPA has a [global directory](#) of IPAs which can be a helpful resource for you.

### 3. Trade Promotion Organization (TPO)

If your business interest and mode of expansion into Asia is through trade, then Trade Promotion Organizations (TPOs) can be a resource for you. TPOs facilitate trade promotion and facilitation activities between their country of origin and foreign markets.

A number of TPOs can provide business matching services, buyer/supplier matching services, trade mission support and facilitation, and the organization of trade fairs to support your marketing and business development activities. Some examples of TPOs in the Asian region include the [Hong Kong Trade Development Council](#), the Philippines' [Department of Trade and Industry](#), and Thailand's [Department of International Trade Promotion, Ministry of Commerce](#).

Private trade facilitators can be the right resource for you. For example, [Meridian Partners](#), a Hong Kong-based trade facilitator which offers trade services, corporate services, and China services can help you enter and export your goods to the Mainland Chinese market through Hong Kong. Figure 1 below provides a graphic representation of Meridian Partners' International Trade Program.

#### Our International Trade Program :



Figure 1: Meridian Partners' International Trade Program

The International Trade Center, a joint agency of the World Trade Organization and the United Nations, has a global [directory](#) of Trade Promotion Organization and Trade Support Institutions (TSI). The directory can be right for you and your trade interests.

## 4. Business Associations

Business associations can be a resource in your internationalization process. These associations can be a source of market information and networking opportunities. Some examples of business associations in Asia include the [Canada-ASEAN Business Council](#), [Canadian Chamber of Commerce in Hong Kong](#), and [Canadian Chamber of Commerce in Singapore](#).

“[The Future is Mobile](#)” was an event in 2011 organized by the [Canadian Chamber of Commerce in Singapore](#) and one I had the opportunity to attend. The keynote speaker was Gregory Wade, Director of Asia Pacific, Blackberry (formerly Research in Motion) who gave an excellent presentation about trends and developments of mobile devices in Asia. The key takeaways from this event included:

1. Much of the global demand for smart phones will come from Asia. The sales of smart phone units are expected to quadruple by 2015.
2. The rate of demand for QWERTY smart devices will grow faster compared to touch screen devices due to a strong preference among Asians to use text messaging/SMS.
3. Southeast and East Asia combined were the largest mobile social networking market (as of 2010)
4. The development and growth of mobile applications, mobile TV, and mobile applications for healthcare presented a significant opportunity for ICT companies in Asia.

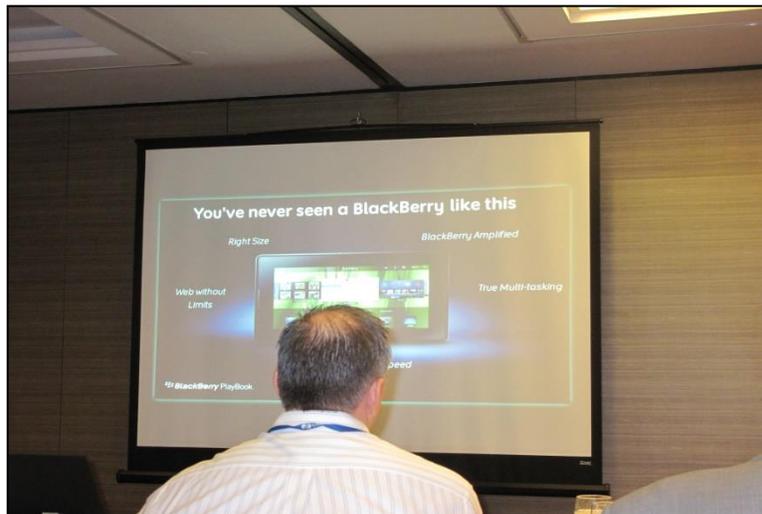


Figure 2: “[The Future is Mobile](#)” event with keynote speaker was Gregory Wade, Director of Asia Pacific, Blackberry (formerly Research in Motion)

[The Future is Mobile](#) event proved helpful in the market exploration and the uncovering of market nuances in the ASEAN region.

## About The Author



Giovanni Gonzalez is a Certified International Trade Professional/FITT International Business Professional (CITP/FIBP) with 10 years of progressive experience in client services, strategy, marketing, business development, and international business.

Giovanni has worked on a range of international business and socio-economic development projects including:

- foreign direct investment (FDI) facilitation
- investment promotion
- trade promotion and facilitation
- market assessments of developed and developing economies
- expansion of companies to Canadian and foreign markets
- sourcing
- alternative income
- small business support
- start-ups
- capacity building

Giovanni's professional experience has taken him to Southeast Asia, Hong Kong, China, Canada, and the United States to witness firsthand economic developments, trade relations, market opportunities, and initiatives to create employment and improve living standards.

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