

Conference Participants

The Conference was designed such that participants attended three panel discussions and enjoyed a luncheon and keynote address by the Minister for International Trade, the Honourable Sergio Marchi, PC.

The first panel, "Economic Realities: Identifying Opportunities in Southeast and East Asia", was chaired by Dr. Valentine O'Donovan, CEO of Com Dev International. The panelists were Dr. Linda Lim (Director of the Southeast Asia Business Programme at the University of Michigan), Seiji Adachi (Director of Japanese Business Services at Pricewaterhouse Coopers), and John Yuen (Vice President of Sales at Trimark Mutual Funds). The presenters offered a macro geopolitical view of Southeast Asia. Discussion focused on whether Canada could still find opportunities in East Asia and what strategies should be formulated for both the long and short term.

The second panel, "Doing Business With East Asia: What You Really Need to Know", was chaired by Dietmar Kubasta, Manager of Communications at Communitech. The panelists were Pamela Kanter (Area Director for Japan and Korea of the Ontario International Trade Corporation), Donald Tong (Director of the Hong Kong Economic and Trade Office), and Timo Vainionpaa (President of Aurora International Telecommunications Inc.). In this session, the focus was on practical issues that must be addressed by individuals wishing to do business successfully in East Asia. The speakers emphasized the role that government could play by providing resources and services. The need to be knowledgeable and culturally sensitive to each specific country was also highlighted. Ethical and human rights issues that should be considered were also noted.

Over lunch, guests heard a keynote address presented by the Minister for International Trade, the Honourable Sergio Marchi. Discussion included several issues related to conducting business in East Asia. Mr. Marchi gave a comprehensive review of Canadian economic and foreign policy interests in the region. He supplemented his prepared speech by commenting on broader cultural questions, including some of the human rights questions raised in the second session.

The third discussion, "Doing business in East Asia: Bringing the Deal to a Successful Conclusion" was chaired by Justian Fabian, Vice President of Business Development for Research in Motion. The Panelists were Peter Schturyn (Business Development Manager for