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ASIA-CANADA CONNECTIONS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Canada can look back on a long-standing and rich relationship with Asia and has diverse and complex connections in areas of education, diaspora, business, culture, environment and development. The further strengthening of ties between Asia and Canada is seen as a platform for increasing the competitiveness and prosperity of both regions. In addition to Canada's natural resources, which can play an important role in the growth of Asian economies, the potential for partnerships and joint ventures exists in a variety of areas, including tourism, financial services, engineering and environmental sustainability.



GOING LIVE IN PRINT AND ONLINE:
JUNE 16, 2017

GET INVOLVED BY:
MAY 5, 2017

MATERIALS DUE:
JUNE 9, 2017

Proposed editorial highlights:

PARTNERSHIPS. We look at examples of Canadian businesses and public institutions, which have built sustainable partnerships with their counterparts in Asia.

STRATEGY. We profile Canadian companies that have established strong relationships in Asia and their strategies for success.

MARKET OPPORTUNITIES. What are some of the shifts in demographics and consumer tastes in Asian markets that could be of benefit to Canadian businesses?

EDUCATION. How are Canadian educational institutions and their partners in Asia preparing their students for finding success in the global economy?

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See page 2 for details...

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PRINT

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