

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



ASIA PACIFIC TRADE

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Asia Pacific nations, which collectively account for 17 per cent of Canada's goods trade and 11 per cent of the country's services trade today, represent a large potential as trading partners. The multitude of diverse and complex connections with Asia – which stretch into areas of education, diaspora, business, culture, environment and development – has greatly influenced Canadian society. And the further development of ties between Asia and Canada is seen as crucial to the prosperity of both regions.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 7, 2017

GET INVOLVED BY:
SEPTEMBER 26, 2017

MATERIALS DUE:
OCTOBER 31, 2017

Proposed editorial highlights:

MARKET OPPORTUNITIES. What are some of the shifts in policy, demographics and consumer tastes in Asian markets that create opportunities for Canadian businesses?

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

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

BRAND CANADA. We highlight examples of Canadian companies and innovations that contribute to a strong recognition of brand Canada in Asia.

OUTLOOK. What are the views of analysts and forecasters on what Canadians can expect from Asia in the years ahead?

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WEEKDAY READERS

1,864,000

SATURDAY READERS



ONLINE...

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UNIQUE VISITORS EVERY MONTH

3.6 million

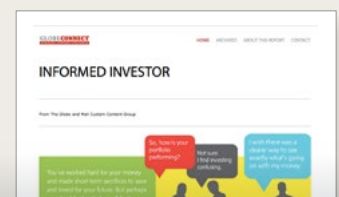
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NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

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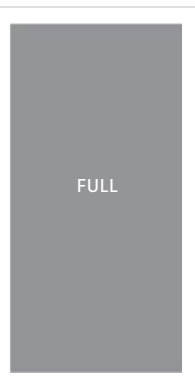
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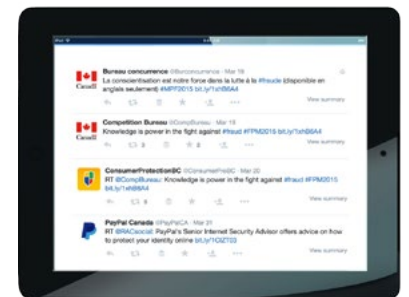


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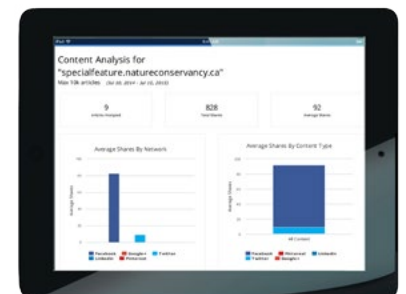
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