

TRADE DAYS 2026: OPPORTUNITIES IN ASEAN

10:00 – 10:30
25 MARCH 2026

AGENDA

- Introduction
- Overview of Association of Southeast Asian Nations (ASEAN)
- Key Country Profiles
- Opportunities and Considerations
- Q&A

EXPORT DEVELOPMENT CANADA:

IS CANADA'S EXPORT CREDIT AGENCY.

For over 80 years,
we've helped
Canadian companies
navigate, manage and
take on risk, enabling
them to grow and
succeed in global
markets.



OUR MISSION:

We use our unique trade
knowledge and financial
solutions to develop trade
between Canada and other
countries, and to enhance
Canada's competitiveness in
the international marketplace.



PULSE CHECK

- Who is currently doing business in the region?
- Who is planning to expand in the region in the next 6-12 months? 24 months?

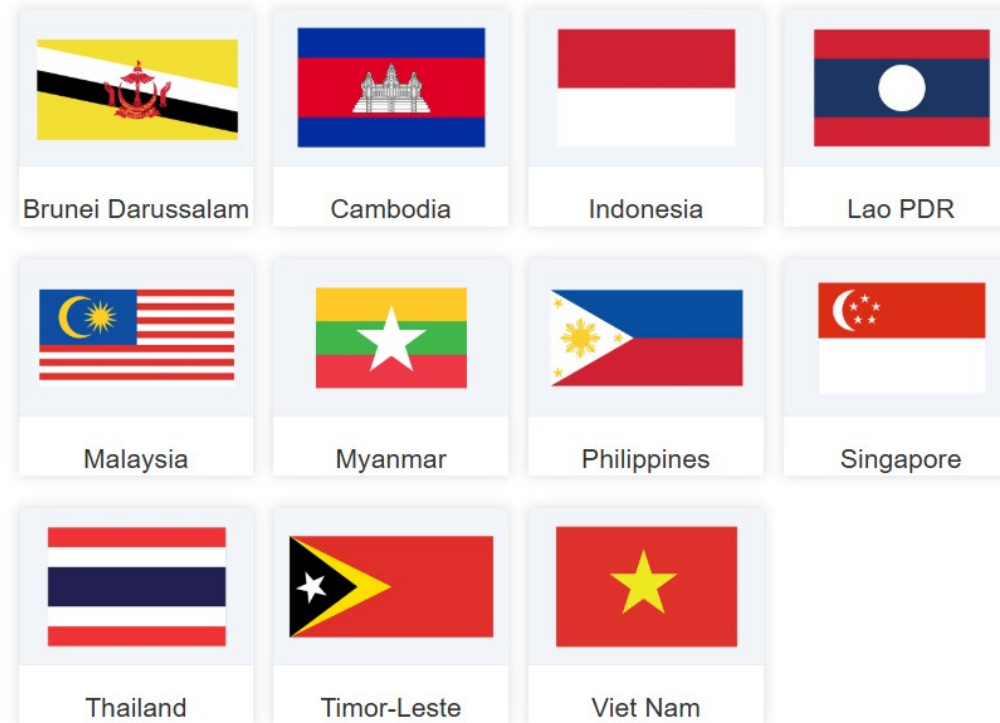


WHAT IS ASEAN?

Formed in 1967, the **Association of Southeast Asian Nations (ASEAN)** is a grouping of 11 states in Southeast Asia, which aims to accelerate economic growth, social progress and cultural development in the region. It also promotes regional peace and stability.

Canada became an ASEAN dialogue partner in 1977 and is one of 11 partners with this designation. Dialogue partners cooperate with ASEAN on political and security issues, regional integration, economic interests, transnational crime and counterterrorism, disaster risk reduction and other areas.

ASEAN Member States



WHY ASEAN?

A VAST AND DIVERSE REGION OF OPPORTUNITY

Includes many of the world's fastest growing markets. 11 countries, over 700M people and \$3.95 trillion USD in combined GDP. As ASEAN continues to grow, deepening trade relations with the region is crucial for Canada to diversify its trade portfolio and reduce dependency on traditional markets.

Growing middle class. The median age across ASEAN countries is 30 years old. If viewed as a single economy, the ASEAN population contains the third largest workforce block in the world, after India and China.

A shifting global landscape. In the medium-to-long term EDC's Economics team forecasts a steadily declining share of Canadian exports to North America and Europe, with the gap being largely filled by the Asia Pacific region, which includes all ASEAN states.



CANADA AND ASEAN: TRADE SNAPSHOT

- ASEAN represents Canada's fourth-largest merchandise trade partner, with annual two-way trade valued at \$42.2 billion in 2024, an increase of 9.3% from 2023.
- Canada's trade and investment in Southeast Asia is expanding quickly across many sectors, including
 - Critical Raw Minerals
 - Clean technologies
 - Agriculture and agri-food
 - Information Communication Technologies
 - Financial services
 - Aerospace
 - Infrastructure
 - Consumer goods

CANADA AND ASEAN: BILATERAL TRADE (2024)

| ASEAN Member State | Total Two-Way Merchandise Trade (millions CAD) |
|--------------------|---|
| Vietnam | 15,676 |
| Thailand | 6,358 |
| Indonesia | 5,536 |
| Malaysia | 5,182 |
| Singapore | 3,724 |
| Philippines | 3,143 |
| Cambodia | 2,389 |
| Myanmar | 151 |
| Laos | 47 |
| Brunei Darussalam | 8 |
| Total | 42,215 |

Source: Trade Data Online

CANADA AND ASEAN: KEY TRADE AGREEMENTS

Canada-Indonesia Comprehensive Economic Partnership Agreement (CEPA): Signed September 2025, not yet in force.

Comprehensive Progressive Agreement for the Trans-Pacific Partnership (CPTPP): Signed Dec 2018 and in force. The agreement includes Brunei, Malaysia, Singapore and Vietnam.



Canada-ASEAN Free Trade Agreement: In negotiation, targeted completion by end of 2026.

Canada-Philippines Free Trade Agreement: In negotiation, targeted completion by end of 2026.

Canada-Thailand Free Trade Agreement: In negotiation.

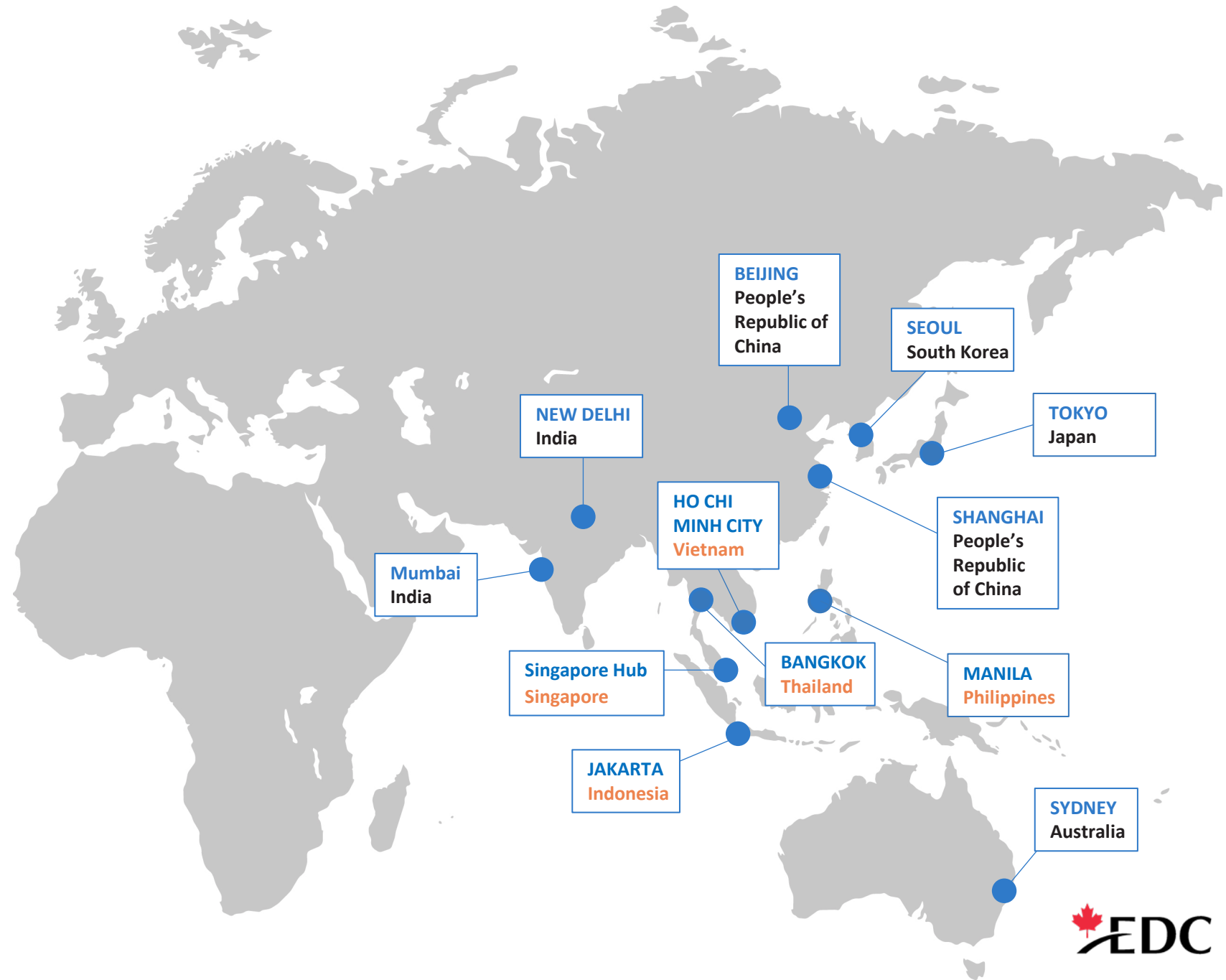
EXPORT DEVELOPMENT CANADA

HAS A STRONG PRESENCE IN THE REGION

- Facilitated approximately **CAD \$12.65 billion** in exports to Asia in 2024
- Operating **12 representations** in **10 Asia-Pacific countries** including a stand-alone hub in Singapore
- Supported over **1,600 customers** in their growth in Asia
- **12 Market Leader Partnerships (MLPs)** signed including with San Miguel Corporation (Philippines), Masan Group (Vietnam), Indonesia Investment Authority (INA) (Indonesia)



EDC'S REGIONAL REPRESENTATION IN THE ASIA PACIFIC REGION



LEGEND

- EDC Asia Pacific offices
- ASEAN members

OPPORTUNITIES FOR CANADIAN EXPORTERS

- **Infrastructure**
- **Cleantech**
- **Agri-food:** Rising demand for cereals, meat, seafood, and processed foods.
- **Advanced Manufacturing**
- **Fertilizers and wood pulp**
- **Machinery and electronics**

Given Canada's competitive advantage in broad categories such as machineries, electronics, oilseeds and wood products, there's **significant potential** for Canada to **increase its market share** in ASEAN countries within these categories.



KEY COUNTRY PROFILES

INDONESIA



EDC has a local representation based in **Jakarta, Indonesia**



Market Characteristics

- **Largest market** in the Association of Southeast Asian Nations (ASEAN).
- World's **4th largest population** (280M) and a growing middle class
- Significant activities in Canada's sectors of focus.
- Economy is expected to grow by **6%** every year into the foreseeable future.

| | |
|---|-------------------------------|
| GDP (USD) | \$1.443T |
| GDP Growth | 5.0% |
| GDP/Capita (USD) | \$4.5K |
| Population | 286M |
| Unemployment Rate | 4.85% |
| CDIA | \$5.1B (2024) |
| Debt/GDP | 39.0% |
| S&P Rating | BBB |
| Free Trade Agreement with Canada | No, but CEPA signed Sept 2025 |

SECTOR OPPORTUNITIES



MANUFACTURING & CLEANTECH. Indonesia's raw mineral assets, such as coal, lithium and nickel, make it a desirable trade partner, especially with partners plugged into electric vehicle supply chains.



INFRASTRUCTURE. The Indonesia government continues to invest in infrastructure such as airports, public transportation and utilities. Pre-COVID-19, Indonesia required more than \$507 billion in infrastructure, and activity continues to explode.

Sectors of Focus

Indonesia's key sectors include **manufacturing, infrastructure and cleantech**. Indonesia's development has historically gone lock-step with exporting natural resources, particularly high-carbon emitting products like coal and palm oil. But the market is undergoing a massive government-sanctioned transformation to reduce its emissions by 30% by 2030 and **achieve net zero by 2060**.

Investments

To achieve net zero by 2060, Indonesia will need to almost **triple its energy investment by 2030**. That means an extra **USD \$8 billion** in investment a year by the end of this decade compared with the level in a business-as-usual pathway.

Canadian Opportunity

Indonesia is eager to partner with international players like Canada to develop a more sustainable economy and transform its cleantech and advanced manufacturing sectors and exploit its tremendous renewable energy potential.

Canadian exports to Indonesia currently sit at a half billion annually. But a recent EDC report, [Markets of opportunity for Canadian exporters](#), predicted average annual exports of \$4 billion between 2021 and 2030, and up to \$11 billion by 2050, placing it as one of Canada's Top 10 export markets. EDC serves Canadian companies in Indonesia through our local representation in Jakarta.

PHILIPPINES



EDC has a local representation in **Manila, Philippines**



Market Characteristics

- With a population exceeding 100 million, the Philippines is **one of the largest markets in Southeast Asia** and **2nd largest in ASEAN**.
- Uniquely positioned as a stable trading partner with **deep ties to China, the U.S. and Europe**.
- In the past 15 years, the Philippines' **economy has doubled in size** and shifted from a principally agriculture-based economy to one of industry and manufacturing.
- Though it has improved in recent years, **poor infrastructure, bureaucracy and restrictions on foreign equity ownership** in certain sectors present challenges for foreign investors.

| | |
|---|----------|
| GDP (USD) | \$487.5B |
| GDP Growth | 4.9% |
| GDP/Capita (USD) | \$4.1K |
| Population | 117M |
| Unemployment Rate | 5.6% |
| CDIA | \$1,641M |
| Debt/GDP | 64.5% |
| S&P Rating | BBB+ |
| Free Trade Agreement with Canada | No |

SECTOR OPPORTUNITIES



INFRASTRUCTURE. the Philippines' ongoing need for infrastructure improvements, including bridges, roads, ports and transit, across a range of industries could be the perfect prospect for mid-market Canadian exporters.



CLEANTECH. Although clean energy technology isn't a main focus for the Philippines, cleantech in construction, green concrete and grid resiliency could represent areas of growth.

Sectors of Focus

Exports to the Philippines and its 7,000 islands have grown by 60% since pre-pandemic, focused on **agri-food products**, like **beef, poultry** and **cereals**, as well as **pulp, paper** and **fertilizers**.

The Trade Commissioner Service (TCS) has also identified several sectors of interest, including **climate finance, telecommunications, cleantech, information and communications technology (ICT)** and **defence/security**.

Investments

The Philippines is one of the most dynamic economies in the Association of Southeast Asian Nations (ASEAN) and is on track to reach upper middle-income status in the next few years. Canada's stock in direct investments abroad in the Philippines in 2021 was approximately \$1.6 billion.

Canadian Opportunity

Canadian-Philippine trade is vibrant and could benefit from **ongoing negotiations for a Canada-ASEAN free trade agreement (FTA)**. Negotiations are anticipated to conclude by 2026.

To navigate the complexities of the market, Canadian companies are advised to have strong local partners, especially large conglomerates that have a lion's share of the country's major infrastructure projects.

SINGAPORE



EDC has a corporate branch based in **Singapore**

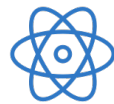


Market Characteristics

- Singapore is a **leading financial and technology hub, a regional trading center and home to one of the world's busiest ports.**
- Offers access to multiple trade agreements, including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and Regional Comprehensive Economic Partnership (RCEP)
- The **highly transparent and efficient legal and institutional framework** offers ample protection for foreign investments. Singapore's business-friendly environment is also sustained by a well-organized public service and pro-business government policies.

| | |
|---|----------|
| GDP (USD) | \$589.8M |
| GDP Growth | 3.5% |
| GDP/Capita (USD) | \$94.5K |
| Population | 6M |
| Unemployment Rate | 2.1% |
| CDIA | \$13,12M |
| Debt/GDP | 18.9% |
| S&P Rating | AAA |
| Free Trade Agreement with Canada | Yes |

SECTOR OPPORTUNITIES



CLEANTECH. Singapore imports most of its renewable energy. And still, to reduce the city-state's carbon emissions, the government is harnessing four "switches" to natural gas, solar, regional power grids, and low-carbon alternatives.



AGRICULTURE. Currently, Singapore imports over 90 percent of its food. The need for food security was highlighted through the COVID-19 pandemic, and the country is looking to boost local production with minimal land mass.

Sectors of Focus

Singapore is both a stable, mature market, and a tech leader that offers growth through innovation. Canadian investors and exporters will find opportunities in Singapore that exist in few other locations. EDC's in-market team sees great potential for Canadian exporters in the following sectors: **Agri-food and Agri-tech, Infrastructure and cleantech, and Advanced manufacturing.**

Investments

As one of our key partners in the region, **Singapore draws Southeast Asia's largest share of Canadian foreign direct investment (FDI)**, and the total value of Canadian exports to Singapore was \$1.2 billion in 2022.

Canadian Opportunity

Canadian companies looking to set up offices in this market should plan for Singapore's relatively high operation costs. **EDC serves Canadian companies in Singapore through its corporate branch**, which opened in March 2017.

Canada's innovative, tech-savvy agriculture sector is well-positioned to help Singapore achieve its ambitious goal of producing 30% of consumed food products domestically.

THAILAND



EDC opened its local representation in **Bangkok, Thailand in 2025**

Market Characteristics

- Thailand's economy is a blend of modern industry and traditional agriculture, making it one of **Southeast Asia's most diverse economies**.
- It has transitioned from an agriculture-based economy to an industrialized and export-driven one. Exports, including electronics, machinery, and automobiles, play a crucial role, accounting for about 58% of GDP.
- Challenges such as income inequality, an aging population, and the need for innovation and competitiveness remain. The **economy is projected to grow by 2.0% in 2026**.

| | |
|---|-------------|
| GDP (USD) | \$568.4B |
| GDP Growth | 2.2% |
| GDP/Capita (USD) | \$6.7K |
| Population | 72M |
| Unemployment Rate | 1.02% |
| CDIA | Nil |
| Debt/GDP | 66.1 % |
| S&P Rating | BBB+ |
| Free Trade Agreement with Canada | In progress |

SECTOR OPPORTUNITIES



CLEANTECH. Thailand is looking for technologies that contribute to its efforts to decarbonize. Opportunities exist for innovations related to **solar, battery energy storage systems, biomass, waste management and recycling**.



AGRICULTURE is a vital part of Thailand's economy, contributing around **8.7% of GDP** and employing approximately **30.3 % of the workforce**. Key areas of opportunity for Canadians are in **smart farming technologies and sustainable agriculture**.



Sectors of Focus

Thailand's key sectors of focus include **agriculture, cleantech, infrastructure and digital industries**. These sectors align with Canada's strengths and offer significant opportunities for growth and collaboration.

Investments

Foreign investment in Thailand has been a significant driver of economic growth, with the country attracting investors from around the globe due to its **strategic location, well-developed infrastructure, and business-friendly environment**. The Thai government actively promotes foreign investment through various incentives, including tax breaks, import duty exemptions, and streamlined business regulations. Additionally, the development of the **Eastern Economic Corridor (EEC)** further strengthens Thailand's appeal by providing world-class infrastructure, targeted investment zones, and support for high-tech industries.

Canadian Opportunity

Canada is a significant trading partner for Thailand, being its **second-largest overall trading partner** in the ASEAN region. In 2024, bilateral merchandise trade between Canada and Thailand reached \$6.4B, with Canadian exports to Thailand valued at \$1B and imports at over \$5.3B. The main products that Thailand exports to Canada include broadcasting equipment, office machine parts, and processed fish. Both countries are also exploring the possibility of a free trade agreement to further strengthen their economic ties.



VIETNAM



EDC opened its local representation in **Ho Chi Minh City, Vietnam in 2024**



Market Characteristics

- With its **large population, growing middle class, rapid macro-economic growth** and **strong foreign direct investment potential**, Vietnam offers many opportunities for Canadians.
- Exporters benefit from Vietnam's free trade agreements, including the CPTPP and Regional Comprehensive Economic Partnership (RCEP).
- Bureaucracy, corruption, infrastructure gaps and the dominance of state-owned enterprises (SOEs) pose challenges; thorough due diligence is necessary when looking for buyers, partners and representatives. Also, be prepared to take time and resources to develop strong local relationships and appoint a local representative to act as an importer/distributor for direct exports.

| | |
|---|----------|
| GDP (USD) | \$493.4B |
| GDP Growth | 7.9% |
| GDP/Capita (USD) | \$4.3K |
| Population | 102M |
| Unemployment Rate | 2.3% |
| CDIA | \$1,520M |
| Debt/GDP | 39.1% |
| S&P Rating | BB+ |
| Free Trade Agreement with Canada | Yes |

SECTOR OPPORTUNITIES



DIGITIZATION. Potential can also be found in digital products and services. Amongst countries embracing digitization and digital products, Vietnam is notably one of the fastest adopters, creating significant opportunities for Canadian companies.



CLEAN ENERGY. Vietnam is one of the world's largest coal consumers. The country's commitment to reach net-zero emission by 2050 has resulted in the new Power Development Plan No. 8, released in 2023, under which Vietnam would gradually phase out coal-fired generation.

Sectors of Focus

Canada's \$900 million in annual exports are focused on resource-level products, including **agri-food** such as **grains, seafood** and **food oils**, as well as **fertilizer, fuels**, and **pulp** and **paper**. Yet, as Vietnam continues its trajectory, the door is open to increasing Canadian trade in more complex export products such as **agri-food crop rotation tech, sophisticated fertilizer innovations, retail consumer goods, banking** and **wealth management**.

Investments

Vietnam has a favourable investment climate and has seen impressive foreign direct investment inflows in recent years, and pre-COVID-19 economic growth averaged 6% in the past decade. Foreign interest will remain strong as manufacturers try to reduce over-reliance on China. However, the country faces increasing infrastructure bottlenecks. A **comprehensive free trade agreement with the EU** ratified in 2020 will further boost trade and investment. Elevated corruption levels drive expropriation and government interference risk.

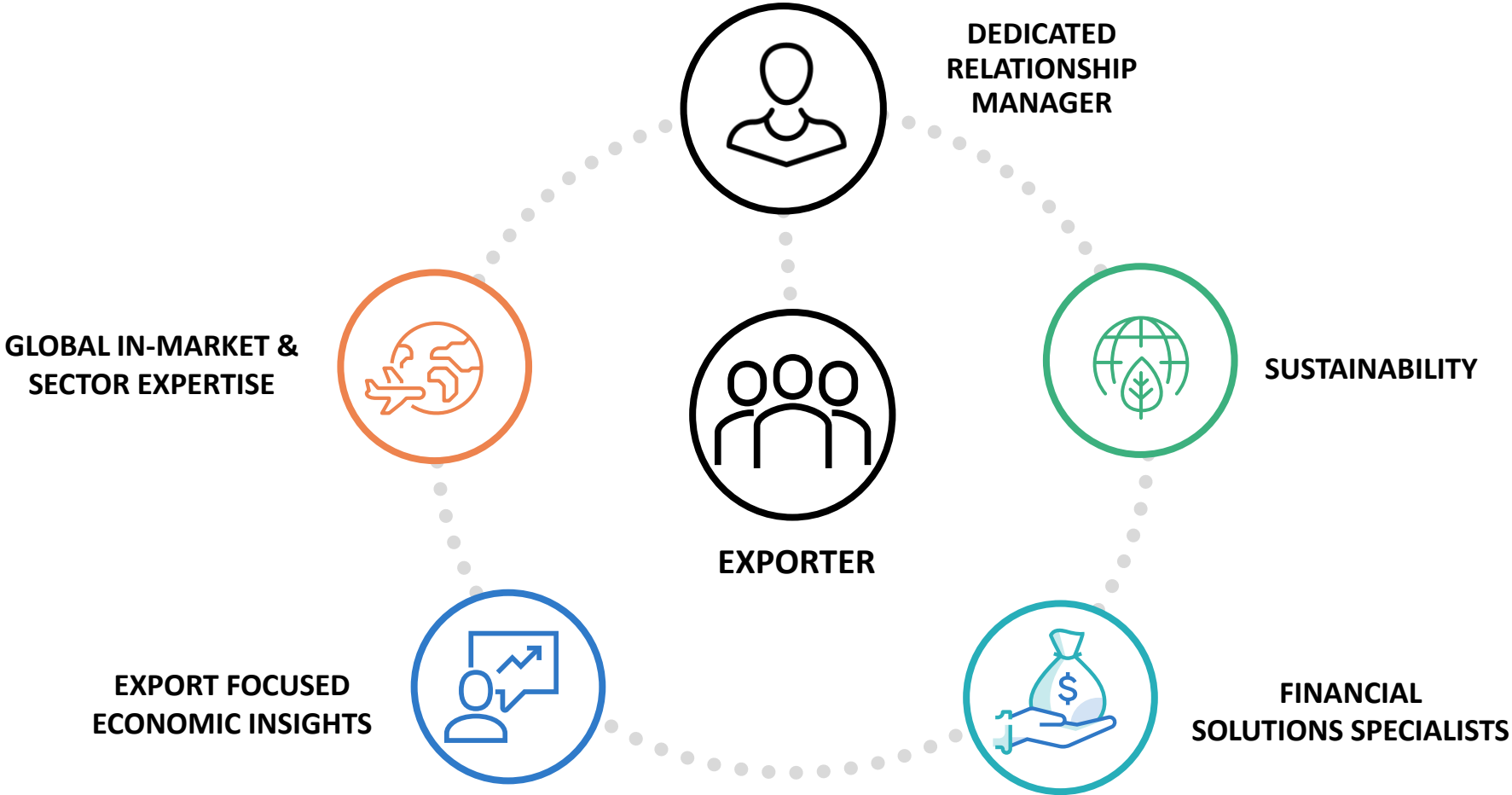
Canadian Opportunity

For Canadian exporters, the opportunity to increase trade in value-added products aimed at a growing middle class is large and untapped. Vietnam is alive with opportunities for Canadian exporters, but there are challenges. In addition to patronage networks, infrastructure gaps and burdensome bureaucracy, Vietnam ranks high at 131 on the global corruption risk index and low in other transparency and rule of law indicators relative to regional peers.

KEY CONSIDERATIONS FOR ASEAN MARKETS

- The level of economic development among ASEAN member states varies significantly, it is important to understand each market's context and its particular advantages and challenges.
- Political, regulatory and legal environments are not consistent across the region and can be complex to navigate.
- Environmental and social issues, as well as financial crimes (i.e. corruption), may present additional risk.

HOW CAN EDC HELP?



PLAN YOUR GROWTH TO THE ASIA-PACIFIC REGION
Tap into EDC's international business expertise to gauge the risks and opportunities



QUESTIONS?