

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

Trade Commissioner Service

# Pursuing ADB Opportunities in the Philippines with the Trade Commissioner Services in Manila

**Jei Edora**  
Trade Commissioner  
(Clean Technologies, Life Sciences,  
International Financial Institutions)

Do business  
with Canada

Faites affaire  
avec le Canada

CANADA

## Background of the Trade Commissioner Services

- Almost 125 years of supporting Canadian companies in international markets
- Onboarding process (regional offices)
- Key services: qualified contacts, preparing for international markets, market potential assessment, problem solving
- Funding: CanExport, CanExport Innovation, CanExport Associations, Export Development Canada, etc.
- Programming: Canadian Technology Accelerator (CTA), Trade Missions, etc.



## Philippines and the Trade Commissioner Services in Manila

- One of the most dynamic markets in Asia, predominantly English speaking with strong people-to-people ties with Canadians, trade surplus with Canada
- Focus on the following sectors: Aerospace; Agriculture and Agri-Foods (includes commodities and agricultural technologies); Clean Technologies; Creative Industries; Consumer Goods; Defense; Life Sciences; ICT; Infrastructure; International Financial Institutions (Asian Development Bank); Mining; Nuclear; and many more!
- Ongoing free trade agreement negotiations: ASEAN-Canada and Canada-Philippines FTA
- Strong Trade-Development Nexus programming including ADB Engagement

## TCS and ADB

- Next level client vetting: Are you ADB ready? (goods/service, appetite, entrepreneur, ADB)
- Next level client services: Comprehensive potential assessment, qualified contacts with in-person meeting assistance, distribution lists to known and upcoming opportunities and policy shifts
- Engaging the ADB Sovereign Operations: Procurement (consultancy, goods, etc.), Philippine Country Office
- Engaging the ADB Private Sector Operations: Private Sector Funds within the ADB (CANPA, Hi-Technology Fund), ADB Ventures, Trade and Supply Chain Finance Program
- Events: ADB Clean Energy Forum (ACEF), Trade Missions to the ADB (organized, anchored), requested delegation to the ADB (Canadian Education Institutions engaging the ADB Human and Social Development Sector, etc.)

## Success stories in ADB

- **Company A, Sovereign (Consulting Opportunities):** TCS Manila provided introductions to Director General level at a key sector where they engage in. Client, an association of Canadian companies and professionals, was able to win procurement opportunities in consultancy and service management. Delegations were organized a year after initial success which led to further success.
- **Company B, Non-Sovereign/Private Sector (Funding):** Company was able to raise funding under the ADB's High Technology Fund for its India pilot. This was due to inclusion of a distribution list by TCS Manila to ADB ready companies.

## ADB and Philippine Opportunities: Philippines and Beyond

- Asia Clean Energy Forum Delegation (June), ADB Business Opportunities Fair (August), Consultancy Opportunity Distribution Lists
- TCS Manila can support you in pursuing ADB opportunities in the Philippines, connect you to relevant trade commissioners for ADB opportunities in other markets (Indonesia, Vietnam, India, etc.)
- Pursuing the Philippines in General?



Trade Commissioner Service

# Are you ADB ready?

**Jeï Edora**

Trade Commissioner

(Clean Technologies, Life Sciences,  
International Financial Institutions)

[Jeï.edora@international.gc.ca](mailto:Jeï.edora@international.gc.ca)

Do business  
with Canada

Faites affaire  
avec le Canada

CANADA