

Hello,

The Ministry of Jobs, Economy and Trade, in collaboration with Calgary Economic Development, is pleased to invite you to the **Alberta Networking Session** in Jakarta, Indonesia.

Date: December 3, 2024

Time: 9:30 a.m. – 11:00 a.m.

Location: Casablanca Room, Mulia Hotel, Jakarta

This event offers a valuable opportunity to connect and collaborate with Alberta companies across various sectors.

The program will feature brief remarks, followed by sector-specific networking. Placards on the tables will indicate sectors, and we encourage you to engage with representatives from Alberta's companies and organizations aligned with your interests.

As a proud participant in the Team Canada Trade Mission, Alberta looks forward to showcasing the province's capabilities and fostering meaningful connections. Complimentary coffee will be provided to enhance your experience during the session.

For additional information on the participating Alberta companies, **please refer to the organization capabilities document** provided within this invitation.

Please RSVP by December 2, 2023, to Cole Baker at cole.baker@gov.ab.ca.

We look forward to welcoming you to this networking event.

Warm regards,

Cole

Cole Baker
Senior Trade Officer, Indo-Pacific
Ministry of Jobs, Economy and Trade
Government of Alberta
cole.baker@gov.ab.ca

ALBERTA COMPANY AND ORGANIZATION PROFILES

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ALTS Canada Inc.

- **Representatives on the mission:** Bruce Gilkes, Managing Partner, bgilkes@altscanada.com; Anna Cochico, President, annacochico@gmail.com
- **Sector:** Information and communications technologies
- **Subsector:** Advanced tools, simulation
- **Company profile:** ALTS is a Canadian company that uses advanced technology (including predictive and prescriptive analytics) to help business leaders optimize their operations and achieve better profitability and lower costs. ALTS also works with government organizations to help them prepare and train for emergencies and disasters to respond and recover better through the application of advanced tools and technology.

Calgary Economic Development

- **Representative on the mission:** Chad Kultgen, Trade Manager, ckultgen@calgaryeconomicdevelopment.com
- **Sector:** Municipal economic development and trade
- **Organization profile:** Calgary Economic Development works with business, government and community partners to position Calgary as the location of choice for the purpose of attracting business investment, fostering trade and growing Calgary's workforce.

Canadian Cattle Association

- **Representatives on the mission:** Jennifer Babcock, Public Affairs, babcockj@cattle.ca; Nathan Phinney, President, phinney.nathan@gmail.com
- **Sector:** Agriculture and processed foods
- **Subsector:** Meat
- **Organization profile:** The Canadian Cattle Association (CAA) represents 60,000 beef producers across Canada. CAA is a world leader in the sustainable production and export of high-quality beef with one of the lowest greenhouse gas footprints per unit of production in the world, roughly half the global average. While contributing significantly to the Canadian economy and environment, the beef industry accounts for only 2.45 per cent of the country's total GHG footprint. Beef producers steward over 44 million acres of grasslands, which store at least 1.5 billion tonnes of carbon and contribute to the largest proportion of potential wildlife habitat, comprising 68 per cent of wildlife habitats on just 33 per cent of agricultural lands in Canada. The Canadian beef industry also contributes \$21.8 billion to the Canadian economy GDP and employs 347,000 Canadians. Trade is crucial to the Canadian beef industry and CAA is excited about the market opportunity for Canadian beef in the Indo-Pacific region.

Canola Council of Canada

- **Representative on the mission:** Troy Sherman, Senior Director, Government & Industry Relations, shermant@canolacouncil.org
- **Sector:** Agriculture

- **Subsector:** Canola
- **Organization profile:** The Canola Council is the first industry association in Canada to encompass all links in the value chain. Members include canola growers, life science companies, grain handling companies, exporters and processors, as well as food and feed manufacturers. All sit down at the same table to address shared challenges and develop a common platform for growth.

Direct Plus Food Group

- **Representative on the mission:** Sofia Gueco, Business Development Specialist, sofiag@directplus.ca
- **Sector:** Agriculture and processed foods
- **Subsector:** Meat snacks
- **Company profile:** Direct Plus Food Group is a fast-growing sales, merchandising and distribution company representing many fine brands to retail markets in Canada and internationally. Direct Plus product offerings are carefully selected and continually maintained. Whether a delicatessen, specialty chain, convenience store or leading grocer, Direct Plus's in-depth knowledge and expertise bring product and merchandising options that will help grow sales. Direct Plus services also include marketing investment, on-shelf management, analytics and insights, business planning and category and planogram management.

EarthTech Solutions

- **Representative on the mission:** Hardwin Zhen, President, hzhen@earthtechgroup.com
- **Sector:** Infrastructure
- **Subsector:** Smart city and green building
- **Company profile:** EarthTech is an established engineering and project management firm that specializes in Mechanically Stabilized Earth (MSE) retaining wall and Geosynthetic Reinforced Soil – Integrated Bridge System (GRS-IBS) systems, with over 30 years of experience. The e-Panel, the future of retaining wall systems, is the first and only MSE retaining panel system made of either precast concrete or recycled plastics using polyester reinforcement. The e-Wire is a wall system that uses polyester geogrid with a mechanical connection. It can be designed as a stand-alone system, a pressure relief system, back-to-back berm or a two-stage system with the e-Panel. The e-Panel is an environmentally friendly solution that uses recycled plastic and rebar and can last up to 120 years. After its service life, it can be easily recycled again, making it an effective way to reduce plastic waste. It is versatile and can be used on any infrastructure projects, with two significant advantages: it is waterproof and can provide carbon credits.

Emerson

- **Representatives on the mission:** Robert Do, Director, Strategic Account and International, robert.do@emerson.com; Joey Albino, Business Development Manager, joey.albino@emerson.com

- **Sector:** Information and communications technologies
- **Subsector:** Energy, water/wastewater, renewable, mining
- **Company profile:** Emerson is a global technology and software company providing innovative solutions for the world's essential industries. Through its leading automation portfolio, including its majority stake in AspenTech, Emerson helps hybrid, process and discrete manufacturers optimize operations, protect personnel, reduce emissions and achieve their sustainability goals. Emerson's platform is designed to enable asset-intensive industries to quickly and securely connect, acquire analytics and provide control of remotely located devices anywhere, anytime by authorized users. Emerson helps customers become more productive, profitable and sustainable to improve life around the globe.

Government of Alberta Southeast Asia Office

- **Representatives on the mission:** Kelvin Kho, Senior Business Development Officer, kelvin.kho@international.gc.ca; John McDonald, Managing Director, john.mcdonald@international.gc.ca; Ryan Solomon, Senior Business Development Officer, ryan.solomon@international.gc.ca
- **Sector:** Government
- **Organization profile:** The Alberta Singapore office supports Alberta companies who are keen to export to Southeast Asian markets as well as foreign direct investment attraction back to the province.

JBS Foods Canada

- **Representative on the mission:** Celio Fritche, President, celio.fritche@jbssa.com
- **Sector:** Agriculture and processed foods
- **Subsector:** Beef processing
- **Company profile:** For more than 60 years, JBS Foods Canada's beef processing facilities have provided customers around the world with a wide variety of high-quality fresh, further processed and value-added products. The JBS Foods Canada beef processing facility in Brooks, Alberta, employs more than 2,800 team members and provides more than 10.4 million 4-ounce servings of beef daily.

Invest Alberta

- **Representative on the mission:** Tegan Watson, Investment Attraction Advisor, Southeast Asia, tegan.watson@investalberta.ca
- **Sector:** Investment attraction
- **Organization profile:** Invest Alberta engages the world and provides tailored support to companies, investors and major new projects. Invest Alberta breaks down barriers so global investors can start up, scale up and succeed without limits. With teams strategically placed around the globe, Invest Alberta brings the right people to the table and goes the extra mile to help businesses excel. As one of Canada's fastest-growing provinces, Alberta is wide open with opportunity. Already a leader in energy, clean tech and agriculture, Alberta is capitalizing on rapid growth in the technology, financial services, aviation and logistics sectors. Alberta's strong

economy, business-friendly environment, young and educated talent pool and easy access to markets make the province an ideal investment location.

Illumia Labs

- **Representative on the mission:** Alan Tay, CEO and Founder, alan.tay@illumialabs.ai
- **Sector:** Information, Communication and Technology
- **Subsector:** Artificial Intelligence, Aerospace
- **Organization profile:** Illumia Labs is a dual-use AI-first technology company that provides workforce intelligence, such as skillset analytics and task automation, supporting SMEs from customer service and hospitality to Aerospace industries – as a result, gaining over 90 per cent competency level and increasing ROI by 60 per cent.

Network Innovations Inc.

- **Representatives on the mission:** Andrew Burdall, President - Americas and Asia, andrew.burdall@networkinnovations.com; Stephane Palomba, VP - Business Development, Asia, stephane.palomba@networkinnovations.com
- **Sector:** Information and communications technologies
- **Subsector:** Telecommunications, satellite communications
- **Company profile:** Network innovations inc. is a leading provider of advanced communication solutions, serving a diverse range of industries including government, defense, maritime, energy and enterprise sectors. With a strong global presence, the company specializes in delivering reliable and secure connectivity through satellite, terrestrial and wireless networks. Network Innovations is committed to enhancing operational efficiency and safety for its clients by offering cutting-edge technologies, including satellite communications, broadband services and network infrastructure solutions. The organization prides itself on its customer-centric approach, providing tailored solutions that meet the unique needs of each market. Through continuous innovation and strategic partnerships, Network Innovations aims to drive growth and maintain its position as a trusted leader in the global communications industry. With dedicated teams and substantial investments in international business development, the company is well-equipped to support its clients' evolving needs in an increasingly connected world.

Panasource Canada Corp

- **Representatives on the mission:** Darrell Hui, General Manager, darrell@panasource.com; Christie Cheah, Manager, panasource@yahoo.com
- **Sector:** Clean technologies
- **Subsector:** Solar
- **Company profile:** Panasource Canada Corp. is dedicated to providing electronics and green products such as power storage and solar panels. Panasource's aerospace department is recruiting international students for pilot training in Canada.

Parkland Corporation

- **Representative on the mission:** Chad Graves, Vice President, Strategy and Corporate Development, chad.graves@parkland.ca
- **Sector:** Transportation
- **Company profile:** Parkland is an international fuel distributor, marketer and convenience retailer with operations in 26 countries across the Americas. Parkland serves over one million customers each day. Parkland's retail network meets the fuel and convenience needs of everyday consumers. Their commercial operations provide businesses with industrial fuels so that they can better serve their customers. In addition to meeting customers' needs for essential fuels, Parkland provides a range of choices to help them lower their environmental impact. These include renewable fuels sourcing, manufacturing and blending, carbon and renewables trading, solar power and ultra-fast EV charging. With approximately 4,000 retail and commercial locations across Canada, the United States and the Caribbean region, Parkland has developed supply, distribution and trading capabilities to accelerate growth and business performance.

Russell Group

- **Representative on the mission:** Ankit Vajpayee, VP, avajpayee@russelltech.com
- **Sector:** Infrastructure
- **Company profile:** Russell Group is a well-known manufacturer of advanced non-destructive testing equipment with strong expertise in electromagnetic inspection methods. The company was founded in 1972 and many experienced research and development personnel have remained with the company over the past five decades. Russell Group equipment is used in a variety of industries, including power generation, pulp and paper, petrochemical, oil and gas lines, utility mains and the chemical processing industry. Over the past five decades, Russell Group has become a pioneer in the research and development remote field testing (RFT) technology. Building on this experience, the company is considered a world leader in the application of RFT. Russell has also been successful in catering their clients in India, Middle East and Southeast Asia.

Shory Law LLP

- **Representatives on the mission:** Jatin Shory, Partner, jshory@shorylaw.com; Jiyeon Shory, Lawyer, jshory@shorylaw.com
- **Sector:** Professional services
- **Subsector:** Legal
- **Organization profile:** Shory Law is a boutique law firm excels in market entry advisory, providing tailored legal solutions to businesses expanding into and out of Canada. Shory Law stands out with an industry-agnostic approach and deep expertise in cross-border transactions. The team offers personalized, proactive service, ensuring compliance and strategic advantage for clients. Frequent participation in Association of Southeast Asian Nations (ASEAN) trade missions underscores their commitment to building strong referral partnerships and fostering foreign direct investment. Leveraging their extensive network and local insights,

Shory Law empowers businesses to confidently navigate new markets, driving growth and success both domestically and internationally.

Sinoveda CHP Inc.

- **Representative on the mission:** Nuzhat Tam-Zaman, Founder and CEO, ntzaman@sinoveda.com
- **Sector:** Life sciences
- **Subsector:** Health and wellness
- **Company profile:** Sinoveda CHP is an independent marketing arm of Sinoveda Canada Inc. Established in March 2022, Sinoveda markets consumer health products developed by Sinoveda Canada Inc., which uses their patented Pharmaceutical Platform Technology (PPT) to identify the active compounds in plants that can be used to make consumer health products. Their mission is to provide high-quality healthcare products that promote wellness and self-care. Sinoveda aims to create a community of consumers who prioritize their health and well-being. Their mission is to empower individuals to live healthier, happier and more sustainable lives. In addition to being designed, manufactured and approved by Health Canada, their products are unique because dosages of bioactives from the plants are well-defined. Sinoveda guarantees batch-to-batch consistency in addition to optimum safety and efficacy. Competitor products do not have this feature and are highly variable with little or no batch-to-batch consistency.

Sweet Grass Canadian Premium Oats

- **Representative on the mission:** Kelly Cailes, Vice President, Business Development, kelly@sweetgrassltd.com
- **Sector:** Agriculture and processed foods
- **Subsector:** Food ingredients
- **Company profile:** Sweet Grass (SG) has been exporting oats since 1995 and is now actively generating revenue in Sri Lanka, Malaysia, Thailand, Japan, South Korea, UAE, Bahrain, Saudi Arabia, etc. SG buys oats from a pool of 950 farmers in BC, Alberta and Saskatchewan. SG are suppliers of whole oats, oat groats, oat hulls, oats screenings and feed oats for animal/pet food. Food grade products include oat groats, steel cut, rolled and oat flours. Services include cleaning to six different levels if supplying raw milling oats, SG has salespeople based in Canada and Southeast Asia. SG's export team is highly experienced and effective with a 100 per cent focus on customers.

Symroc Business and Project Management Ltd.

- **Representative on the mission:** Wilson Howe, CEO, wilsonh@symroc.com
- **Sector:** Infrastructure
- **Subsector:** Earthquakes assessment; remote monitoring for critical infrastructures
- **Company profile:** Headquartered in Calgary, Symroc is an engineering technology company supported by the National Research Council of Canada. The company specializes in high-fidelity remote sensing and monitoring systems for low-frequency

vibrations and ground motion. These systems are suited for earthquake detection, induced seismicity, construction vibrations and real-time monitoring of critical infrastructure health. Symroc's ultra-wide broadband seismic and vibration technology addresses key industry challenges related to detection accuracy, bandwidth, sensitivity and resolution. Combined with an advanced Digital IoT platform, the technology delivers high-quality broadband vibration data for real-time monitoring and AI analysis, while also incorporating real-time stress monitoring and other engineering attributes. Applications include earthquake and induced seismicity monitoring, geothermal and CO2 injection, ground motion analysis, critical infrastructure health monitoring, railway bridge oversight and energy production monitoring. Symroc's innovative approach offers a significant advancement in low-frequency vibration and seismicity monitoring, establishing itself as one of the leading solutions for AI integration in the field.

Userful Corporation

- **Representative on the mission:** Shriniwas Selvaraj, Regional Sales Head – APAC, shriniwas.selvaraj@userful.com
- **Sector:** Information and communications technologies
- **Company profile:** Userful is a leading provider of software-defined AV over IP for advanced operations of missioncritical environments and core workflows, serving IT organizations worldwide. Userful's unified software platform provides services and management through a complete suite of enterprise AV applications for comprehensive organizational and situational awareness and readiness for modernized operations. Built on IT standards and protocols, the Userful Infinity Platform is scalable, secure, centrally managed and future-proof. Its software-defined architecture reduces the total cost of ownership and eliminates the supply-chain constrained proprietary hardware and the operational silos created by traditional AV deployments.