Mission Report

Mission to Tokyo, Japan and Seoul, South Korea

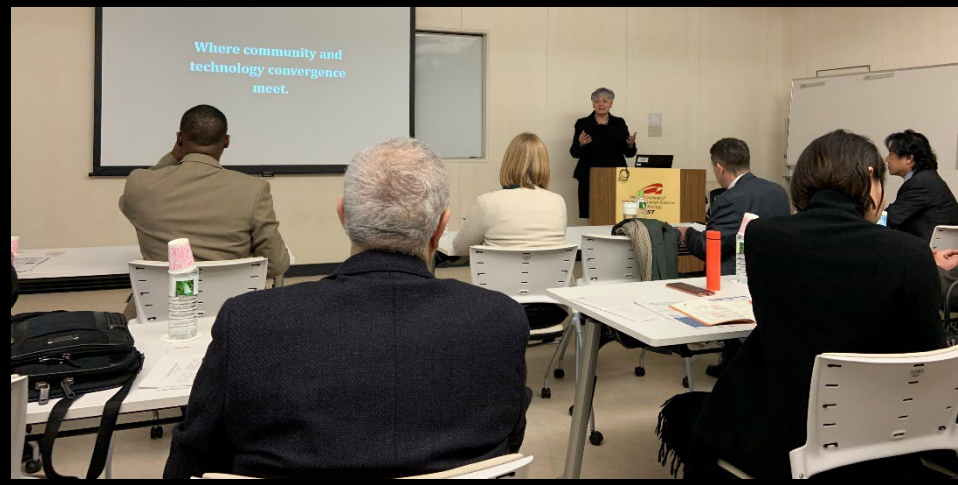
January 27th – February 3rd, 2020

Delegation at the Canadian Embassy in Tokyo

Monday, January 27th

Monday morning was spent at the Canadian Embassy in Tokyo. The day started with welcoming remarks from Canadian Trade Commissioners and NanoCanada President, Marie D'Iorio. Each of the delegates then had the opportunity to present a brief overview of their organization and their goals for the week in Japan. This was followed by trade commissioners and provincial officers providing information on their sector and provincial priorities. The group then had the opportunity to network over lunch.

The afternoon consisted of two site visits, one to FujiFilm Open Innovation Hub and the other to the National Institute of Advanced Materials Science (AIST) and the National Institute for Materials Science (NIMS). Both visits were a great opportunity to learn about current and future projects and potential collaboration opportunities.



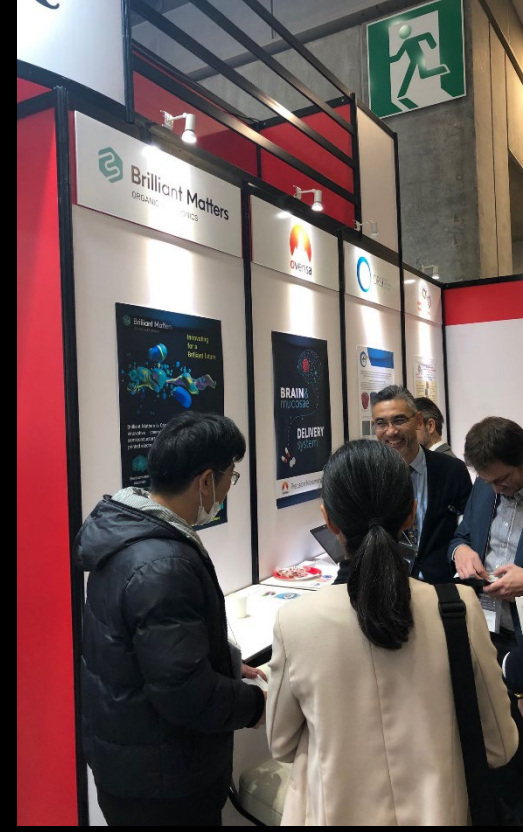
Tuesday, January 28th

Tuesday was a full day of targeted business to business meetings held at the Canadian Embassy in Japan. The delegates also had the opportunity to participate in a roundtable meeting with Mr. Weldon Epp, Director General for North Asia, Global Affairs Canada.

Wednesday, January 29th

NanoCanada held its first annual general meeting in Tokyo on Wednesday morning. Members from across Canada also joined via video conference.

Nanotech Japan started on Wednesday and the Canadian pavilion was set up to showcase products, equipment, and innovative materials for nineteen Canadian organizations. Meeting tables, interpreters as well as coffee and snacks were provided to enable quality conversations and potential business leads.



Thursday, January 30th

NanoCanada participated for the fifth time in the 12th Nanotechnology Association Conference. There were presentations given from Canada, USA, Germany, Netherlands, Taiwan and Japan providing an update on strategies and government priorities with regards to nanotechnology.

The delegation spent the day at the NanoCanada pavilion and participated in the Nano Biz networking reception held at the venue. Joshua Hodgson, Canadian Trade Commissioner, proudly represented the Canadian delegation in the Kagamiwari ceremony, a traditional breaking open of the sake barrels.

Nanotech Japan 2020 Award

NanoCanada member, Nanalysis, won the best new analytical product award at the show and was featured on CBC news.

Calgary

'We're only getting started,' Calgary company says after big Tokyo nanotech win

Nanalysis was the only non-Japanese company to win an award

Sarah Rieger · CBC News · Posted: Feb 19, 2020 6:00 AM MT | Last Updated: February 19

Number of Visitors

Number of Visitors
(Includes the concurrent exhibitions)

Total

47,692

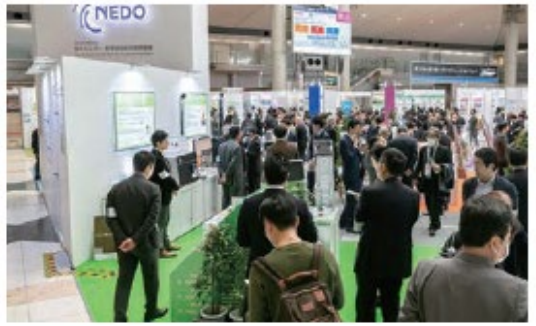
Date	Weather	Visitors
Jan. 29 (Wed.)	☀	13,678
Jan. 30 (Thu.)	☀	16,323
Jan. 31 (Fri.)	☀	17,691

Number of Exhibitors **464** Domestic: 332 Overseas: 132

Total Booths **648.11** Domestic: 521 Overseas: 127.11

Overseas Exhibitors **22** Countries / Regions

Austria, Belgium, Canada, Chile, China, Czech Republic, Denmark, Finland, France, Germany, Iran, Korea, Malaysia, Netherlands, Poland, Spain, Switzerland, Taiwan, Thailand, UK, USA



Exhibition Visitors
29 Jan. 13,678
30 Jan. 16,323
31 Jan. 17,691
Total 47,692
PLASMIONIQUE
BioFilaments
NanoCanada
2020

Monday, February 3rd

Eighteen members of the delegation continued to the add-on portion of the mission to Seoul, South Korea. Monday morning was a site visit to CEKO, a materials company in Seoul. There was a roundtable discussion regarding collaboration opportunities and an industrial tour.

Lunch was kindly hosted by the Nanotechnology Research Association of Korea.

In the afternoon, the delegation travelled to EverChemTech, another materials and coatings company outside of Seoul. There was a tour along with presentations from the Canadian delegates.

Tuesday, February 4th

Tuesday was spent at the Canadian Embassy in Seoul. The day started with a presentation from the National Research Foundation of Korea along with a question and answer session. The rest of the day was spent in targeted business to business meetings with an evening dinner wrap up hosted by the Quebec-Korea office.

Initial Feedback

- NanoCanada is the best partner any company can ask for! We have always enjoyed our outbound missions with NanoCanada, and our sales efforts have paid off much better when we have been part of their official program. From planning to execution, every step of the way, we notice the extra value and direct benefit we receive from being included in the mission. This year, we had the extra privilege of attending the add-on mission to South Korea as well. This second stop was very successful, with a direct sale ensuing only one week after a meeting that was arranged through the mission, with the help of AB-Korea office, Thank you! – Hooman Hosseinkhannazer, Norcada
- This is my second mission with NanoCanada and I must say that I am very satisfied. The mission organization by NanoCanada is impeccable. The quality of the participants made the discussions very interesting and there are projects opportunities for PRIMA. – Marie-Pierre Ippersiel, PRIMA Quebec
- Great job again - the organization, support and community involvement create a good environment for ideas sharing, support, inspiration, etc., is irreplaceable!! – Susie Riegel, Nanalysis

A huge thank you to all our sponsors! NanoCanada missions are hugely successful because of the efforts of our partners at home and abroad, along with the generous contributions from industry, government, and academia.

Government of Canada
Embassy of Canada

Gouvernement du Canada
Ambassade du Canada

Canada
NRC·CNRC

Alberta
Canada

ALBERTA
INNOVATES

Québec

uOttawa

PRIMA
PÔLE RECHERCHE INNOVATION MATÉRIAUX AVANCÉS

nano ontario

nanalysis