



TORONTO · SHANGHAI



Cross-Border Advisory

Where Asia meets North America.

Strategic advisory for organizations navigating two of the world's
most consequential economic regions.

WHAT WE DO

Services

01

Market Entry & Expansion

We guide organizations through the complexity of establishing presence in a new market — from legal incorporation and regulatory compliance to local partnership strategy and stakeholder mapping. Whether you are an Asian firm entering Canada or a Canadian organization expanding into Asia-Pacific, we build the roadmap.

- Market feasibility & competitive landscape
 - Corporate structure & incorporation advisory
 - Local partner identification & vetting
 - Regulatory compliance navigation
 - Go-to-market strategy
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02

Policy & Government Relations

Operating across borders means operating across policy environments. We help clients understand and navigate frameworks including the Investment Canada Act, provincial procurement, public-private partnerships, and trade agreements such as CPTPP and CUSMA — translating regulatory complexity into clear strategic guidance.

- Investment Canada Act & national security review
 - Provincial and federal procurement strategy
 - Trade policy analysis (CPTPP, CUSMA)
 - Government stakeholder engagement
 - Public-private partnership structuring
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03

Strategic Positioning & Communications

A sound strategy requires a compelling narrative. We work with leadership teams to define how their organization is understood — by investors, regulators, partners, and the public — across cultural and linguistic contexts. From investor communications to media positioning, we ensure your story travels well.

- Corporate narrative & messaging architecture
 - Investor and board communications
 - Cross-cultural stakeholder strategy
 - Reputation management
 - Media and public affairs advisory
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WHERE WE HAVE AN EDGE

Areas of Expertise

EUROPEAN UNION

EU Governance & Regulatory Navigation

Voyage understands how EU institutions — the European Commission, the Council, and the Parliament — shape trade, investment, and competition policy. We help clients anticipate regulatory shifts, navigate compliance frameworks, and engage effectively with Brussels.

MULTILATERAL INSTITUTIONS

NATO, WTO & International Frameworks

We are fluent in the multilateral architecture that governs global commerce — from security alliances that affect market access, to trade agreements (CPTPP, CUSMA, WTO dispute mechanisms) that define the rules of engagement across borders.

ASIA-PACIFIC

Asian Market Entry & Development Models

Voyage has on-the-ground knowledge of how Southeast and East Asian economies operate — their development models, government-business relationships, and the cultural dynamics that shape commercial negotiation.

NORTH AMERICA

Canadian & US Policy Environments

From the Investment Canada Act to provincial procurement and federal regulatory review, Voyage navigates the North American policy landscape that Asian clients must understand when entering the market — and that Canadian clients must work within when expanding abroad.

POLITICAL ECONOMY

Geopolitical Risk & Policy Analysis

We apply rigorous political economy analysis to business decisions — assessing how shifts in government, trade policy, or institutional relationships translate into commercial risk or opportunity for our clients.

DUE DILIGENCE

Cross-Border Financial & Policy Diligence

Voyage combines financial analysis with policy intelligence. When clients evaluate cross-border investments or partnerships, we assess both the commercial fundamentals and the regulatory, diplomatic, and political dimensions that determine whether a deal succeeds.



SELECTED WORK

Case Studies

Consumer Goods · Market Entry

Canada

Entering Canada's regulated spirits market

A top-tier Chinese liquor brand

One of China's leading baijiu producers sought to establish a distribution footprint in Canada. Voyage advised on the full market-entry pathway — from LCBO listing requirements and provincial regulatory compliance, to government relations strategy and negotiation positioning with both federal and provincial stakeholders.

- Secured LCBO product listing across key Ontario channels
- Navigated federal import licensing and labelling regulations
- Developed government stakeholder engagement strategy
- Advised on pricing, positioning, and channel strategy

Manufacturing · Global Expansion

North America · Europe · AMEA

Multi-market expansion for a premier furniture manufacturer

A leading Chinese furniture manufacturer

A major Chinese furniture factory with strong domestic revenue sought to diversify its revenue base across international markets. Voyage designed a phased expansion strategy across North America, Europe, and Asia-Middle East-Africa — identifying distribution partners, advising on regulatory and trade compliance by region, and supporting commercial negotiation.

- Established distribution agreements in three North American markets
- Mapped EU product compliance requirements (CE marking, REACH)
- Identified AMEA channel partners and assessed market potential
- Revenue diversification strategy reducing single-market concentration

Public Sector · Policy Advisory

Canada · Asia-Pacific · EU

Government policy advisory across multiple jurisdictions

Various government and public-sector organizations

Voyage has advised government-adjacent organizations on a range of policy and strategic questions — including bilateral trade relations, investment policy frameworks, public-private partnership structuring, and diplomatic stakeholder engagement across the Canada–Asia–EU corridor.

- Policy briefs on bilateral investment frameworks
- Regulatory analysis for public-private partnership structures
- Stakeholder mapping for government relations campaigns
- Strategic advisory on trade policy positioning

GET STARTED

Ready to navigate your next move?

Every engagement begins with a conversation.

Book a 30-minute call to discuss your organization's goals.

scheduler.zoom.us/kyle-y/30-mins-with-voyage

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