

### **Martin Bilodeau**

Martin Bilodeau has lived in Phnom Penh for nearly a decade, where he has built extensive experience as a Business Development Manager in the medical care sector. His work has focused on improving patient experience, implementing innovative financial and digital solutions, and driving partnerships with insurance providers, corporations, schools, and NGOs to expand access and improve service quality.

A former Chair of the Health Working Group at the International Business Chamber of Cambodia (IBC), Martin led initiatives centered on digital transformation in healthcare. He brings strong expertise in navigating the challenges of launching and scaling businesses in emerging markets like Cambodia.

Originally from Québec, Martin is well-versed in the Canadian and Québec economic landscapes and is passionate about connecting Cambodian and Canadian enterprises, particularly in sectors such as energy efficiency, water management, agriculture, digital transformation, sustainable infrastructure, and education.

Martin aims to help CanCham strengthen ties between Québec and Cambodia, particularly in the lead-up to *Le Sommet de la Francophonie 2026*, fostering new partnerships and opportunities for SMEs and entrepreneurs. His goal is to support CanCham members with personalized guidance, collaboration, and bridge-building that reinforce Canada–Cambodia cooperation and economic resilience.