Ron Hoffmann
Alberta Senior Representative for the Asian Pacific Basin

Western Canadian Ron Hoffmann has dedicated most of his life to advancing Canada’s interests on the world stage. After working in minerals exploration in northern Manitoba and as an economic and environmental advisor to the Ontario government, he joined Canada’s diplomatic service as a Trade Commissioner. Mr. Hoffmann spent much of his diplomatic career in Asia. He was Ambassador to Afghanistan during the height of Canada’s military, diplomatic and development deployment. He was Ambassador to Thailand, with cross-accreditation to Burma, Cambodia and Laos, and served in the Canadian Embassy in Beijing. He headed Canada’s Trade office in Johannesburg, South Africa, was Trade Commissioner in the Netherlands, and was the Canadian High Commission’s Minister for Political Affairs and Public Diplomacy in London. In Ottawa, Mr. Hoffmann held senior advisory positions and directorships, including Asia Policy and Strategy. He has served on Advisory Boards and Leadership Councils and lectures frequently on foreign policy and international affairs. Mr. Hoffmann and wife Andrea have two adult daughters.