



Government  
of Canada

Gouvernement  
du Canada

Canada



# CANADA

## Open for Business

E-4 Summit of the Americas 2012

*San Juan, Puerto Rico*

*September 20, 2012*

*Presented by  
Consul General,  
Ms. Louise Léger*

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Canadian Economy



Trade Commissioner Service



Global Commerce Strategy



According to the EIU, Canada is the #1 place to do business in the G-7 over the course of the next five years (2011-2015).

For four years in a row, the World Economic Forum has named the **Canadian banking system the soundest in the world.**<sup>1</sup>

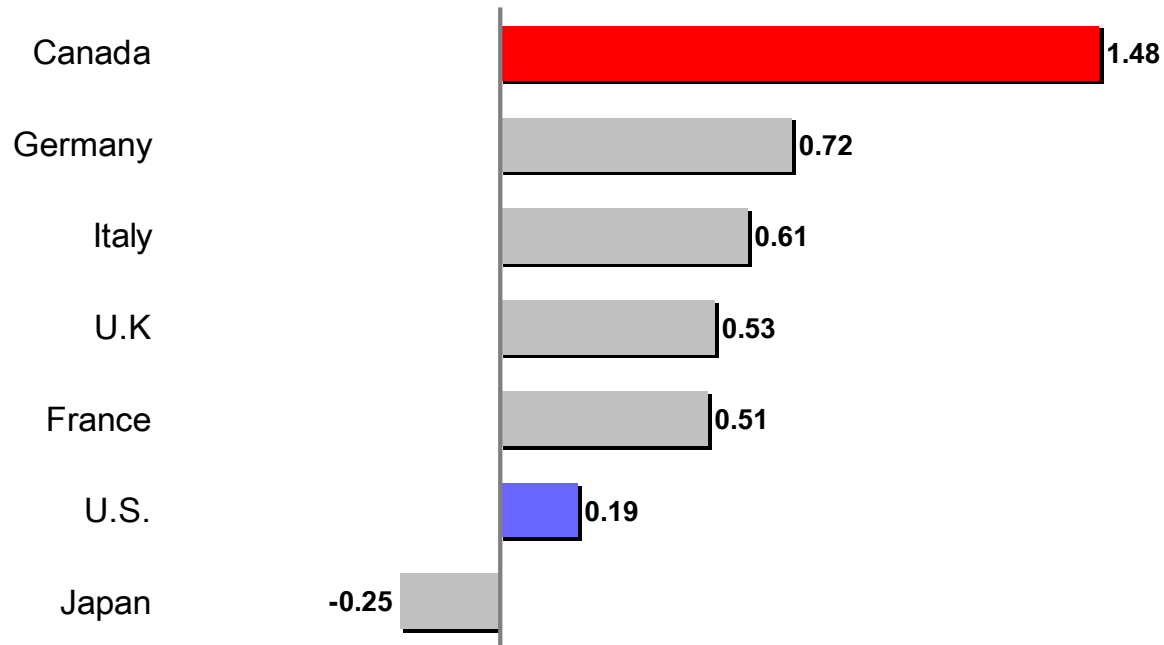
At a time when numerous financial institutions around the world were collapsing, **no Canadian bank or insurer failed. No Canadian bank required a bailout.**



<sup>1</sup> The World Economic Forum. *The Global Competitiveness Report 2008-2009, 2009-2010, and 2010-2011, 2011-2012.*



### Employment Growth (%) 2001-2011



**2012 Canadian Rate:<sup>1</sup>**  
**7.2%**

**2012 U.S. Rate:<sup>2</sup>**  
**8.3%**

<sup>1</sup>Statistics Canada, March 2012.

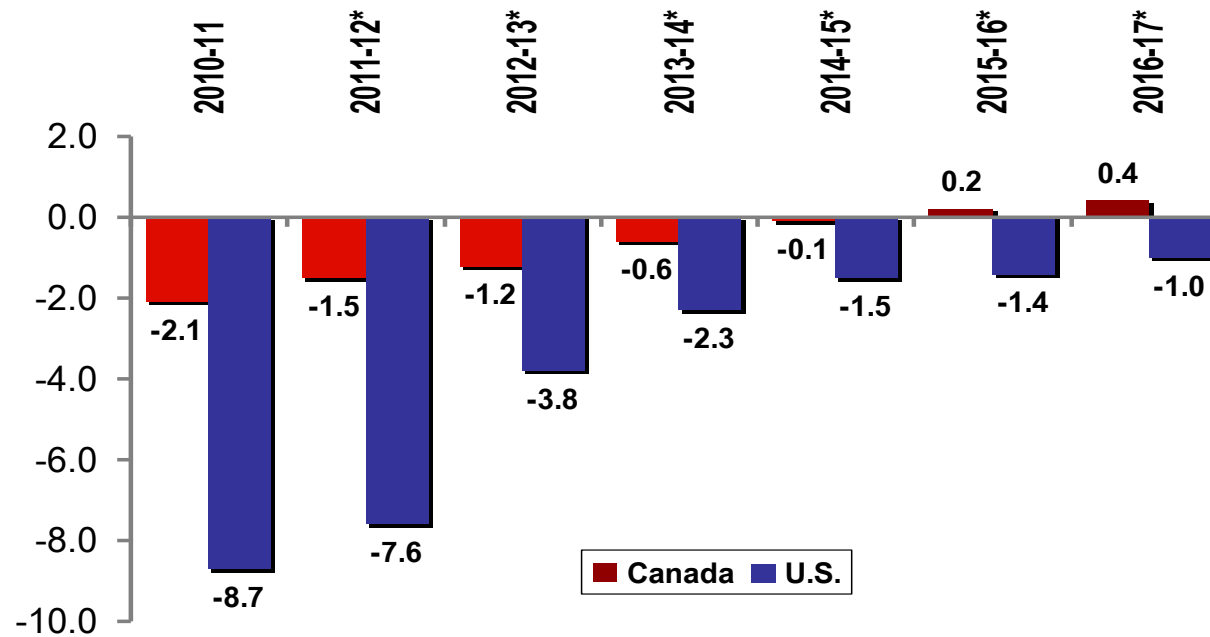
<sup>2</sup>Source: U.S. Department of Labor, February 2012.

Source: U.S. Bureau of Labour Statistics, OECD Economic Outlook, No.91, May 2012





## Federal Government Budgetary Balance (% of GDP)



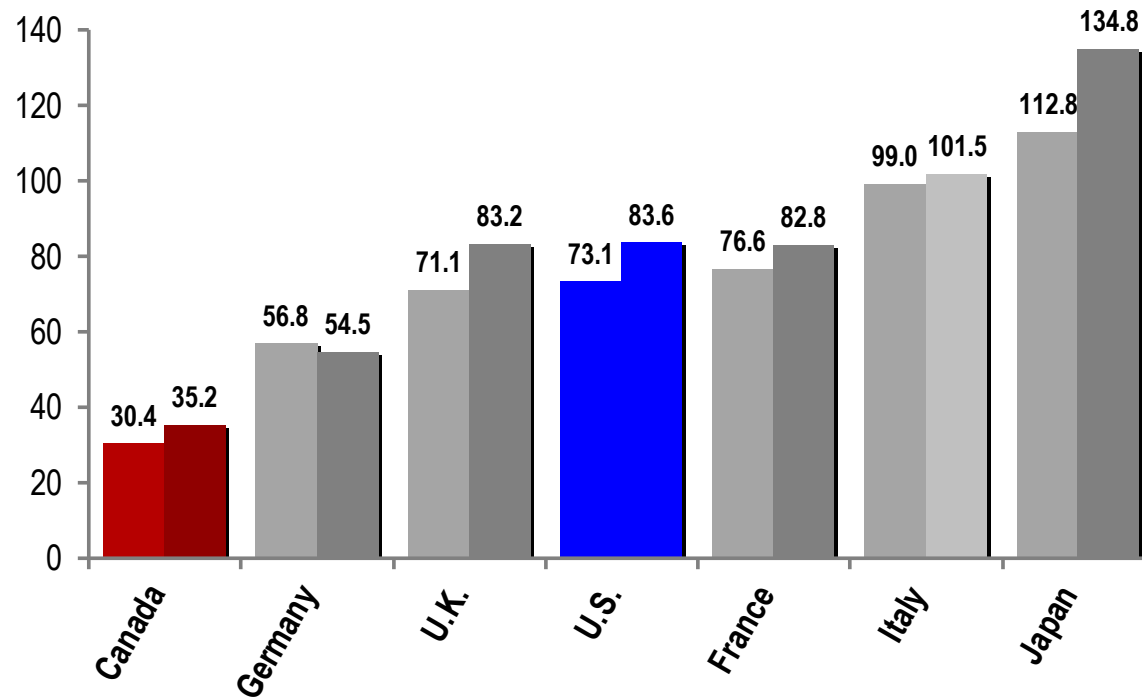
\* Forecasts for both countries

Source Canada: The Federal Budget: Finance Canada, March 29, 2012

Source United States: United States Congressional Budget Office, March 13, 2012



### General Government Net Debt 2010-13 (% of GDP)



Source: IMF Fiscal Monitor, April 2012



# AAA

## Sovereign Credit Rating

|                        |                  |
|------------------------|------------------|
| Standard & Poor's..... | AAA <sup>1</sup> |
| Moody's .....          | AAA <sup>2</sup> |

Source: <sup>1</sup> Standard & Poor's Ratings Services, February 20, 2012.

Source: <sup>2</sup> Moody's Investor Service , Annual Report August 15, 2012.



# The Canadian Trade Commissioner Service TCS

Canada's most comprehensive network of international trade professionals offering the Canadian business community assistance free of charge.

Located in

- offices across Canada, and
- more than 150 cities worldwide.







# Building Canada's economy

The TCS promotes Canada's economic interests in the global marketplace.

The TCS facilitates:

- Foreign-market access
- Trade leads
- Exports (goods & services)
- Business contacts
- Events
- Global Value Chain integration
- Technology transfer
- Licensing agreements
- Joint-venture development
- Investment in Canada
- Research and development (R&D) partnerships
- Education marketing





# Integrative Trade Approach

By taking into consideration all the needs and interests of our clients and by addressing them in an integrated fashion, we are simply aligning our service delivery with the way our clients conduct their business internationally.

We help Canadian clients to:

- export,
- partner,
- establish themselves abroad,
- resolve market access issues,
- source technology and financial support,
- identify investment opportunities,
- create or link in to global value chains,
- attract talent, qualified workforce





# Our Key Services

1. Preparation for international markets
2. Market-potential assessment
3. Qualified contacts
4. Problem solving

## OUR CLIENTS

- are small, medium and large companies;
- are established in Canada;
- do business abroad; and
- have researched their market(s).

## WE HELP THEM

- Export
- Invest abroad
- Seek technology and capital
- Develop R&D partnerships





## A Global Commerce Strategy for Securing Canada's Growth and Prosperity





## Canada's Americas Strategy

Announced in 2007, focused on increasing economic opportunity, addressing insecurity and advancing freedom, democracy, human rights and the rule of law

Today...

- **More FTAs** with the region than with the rest of the world combined.
- **Increased two-way trade** with the region by 32.9% since 2007.
- **28 Air Transport Agreements** with 33 countries







# Canada's Pledge

Improve Canada's competitiveness and to support Canadian firms as they pursue opportunities in the global marketplace.

## **Global Commerce Strategy Priorities:**

- Engagement in global value chains;
- Enhance access to global markets;
- Foreign direct investment in Canada and Canadian direct investment around the world; and,
- Science and technology linkages with global innovation networks.



# Seizing Global Advantage

- Trade represents 1 out of every 5 jobs in Canada and over 60 % of our economic activity
- We have more agreement with the Americas than with the rest of the world combined
- Our tools:

**Free Trade Agreements**

**Foreign Investment Promotion and Protection Agreements (FIPAs)**

**Air Services Agreements**

**Innovation and Science and Technology (S&T) Cooperation Arrangements**



# Boosting Canada's Share of Global Investment and Innovation



Image: [www.cainnovation.ca](http://www.cainnovation.ca)



Image: [www.profitguide.com](http://www.profitguide.com)



# Canada, we're open for business



Canada



Canada

CONSULATE GENERAL  
CONSULAT GÉNÉRAL | MIAMI

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Visit our website for a listing of the regional offices  
in Canada and the Posts Abroad

[www.trade commissioner.gc.ca](http://www.trade commissioner.gc.ca)

Canada





# Appendix





## Global Commerce Strategy

# Canada's Priority Markets

Based on extensive consultation with government, academic and Canadian business and industry representatives, the Government has identified 13 priority markets around the world where Canadian opportunities and interests have the greatest potential for growth.

### Americas

- Brazil
- Latin America & Caribbean
- Mexico
- U.S.

### Asia Pacific

- Association of South East Asian Nations (ASEAN)
- Australia & New Zealand
- China
- India
- Japan
- Korea

### Europe & Middle East

- Europe
- Russia
- Gulf Cooperation Council (GCC)

- Korea
- Japan



## Trade Commissioner Service

# Preparing for international markets

Our trade commissioners in Canada help clients:

- determine whether they are internationally competitive;
- decide on a target market;
- collect market and industry information; and
- enhance their international business strategies to **export, invest and innovate.**





**Trade Commissioner Service**

# Assessing market potential

Trade commissioners in Canada and abroad help clients assess their market potential with

- market intelligence, and
- advice on improving their market penetration strategy.





**Trade Commissioner Service**

# Finding qualified contacts

## **Global reach**

The TCS has contacts abroad that can bolster its clients' success and provide needed local knowledge.

## **Canadian presence**

The TCS can link its clients to the vast Canadian trade network, and foreign trade missions, and advise them on trade fairs in their sector.







**Trade Commissioner Service**

# Resolving problems

**Issues abroad are bound to arise.**

As officials of the Government of Canada, trade commissioners have the necessary **access, credibility and experience** to open doors.

