

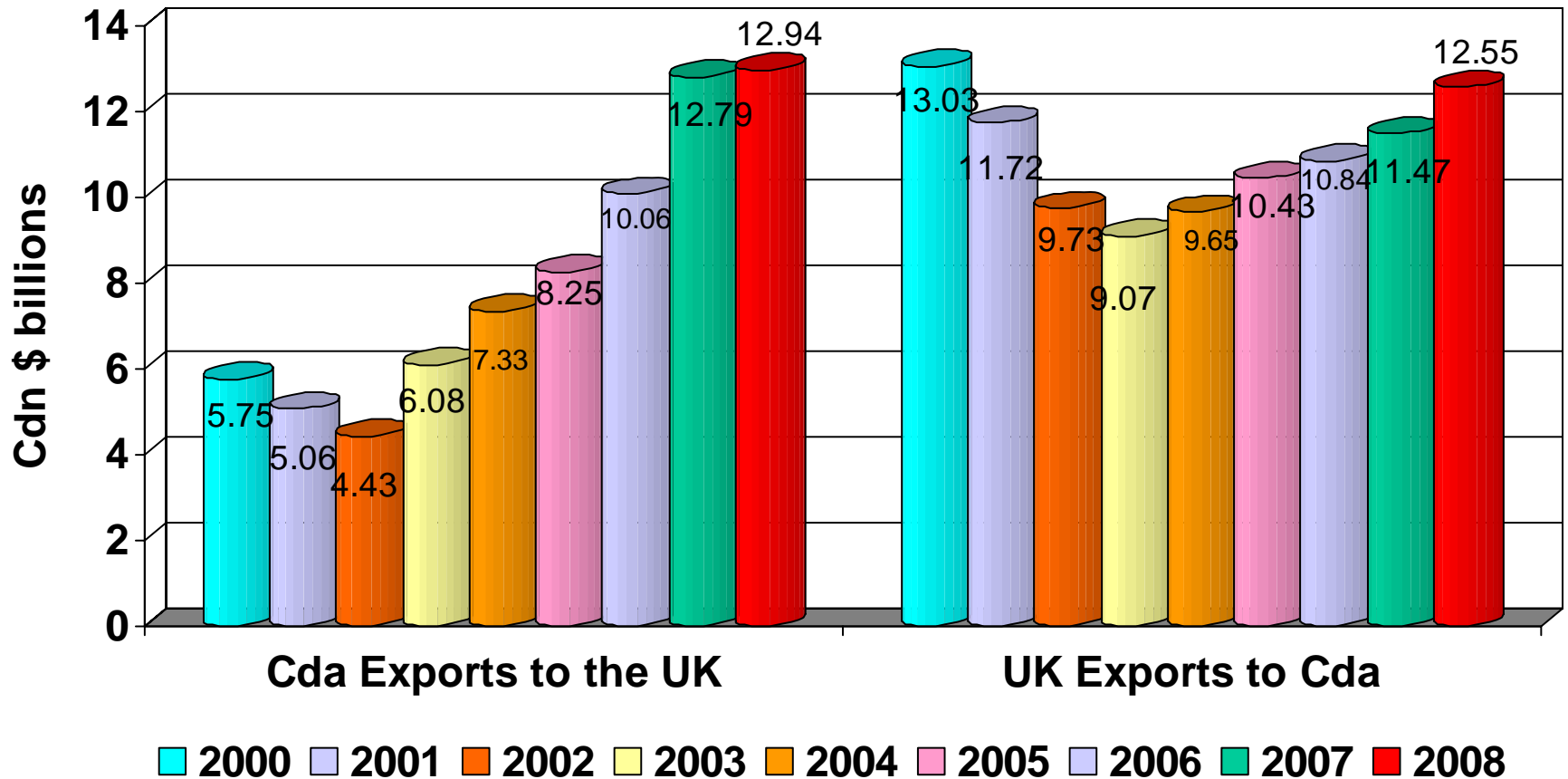


# What does Canada have to offer?

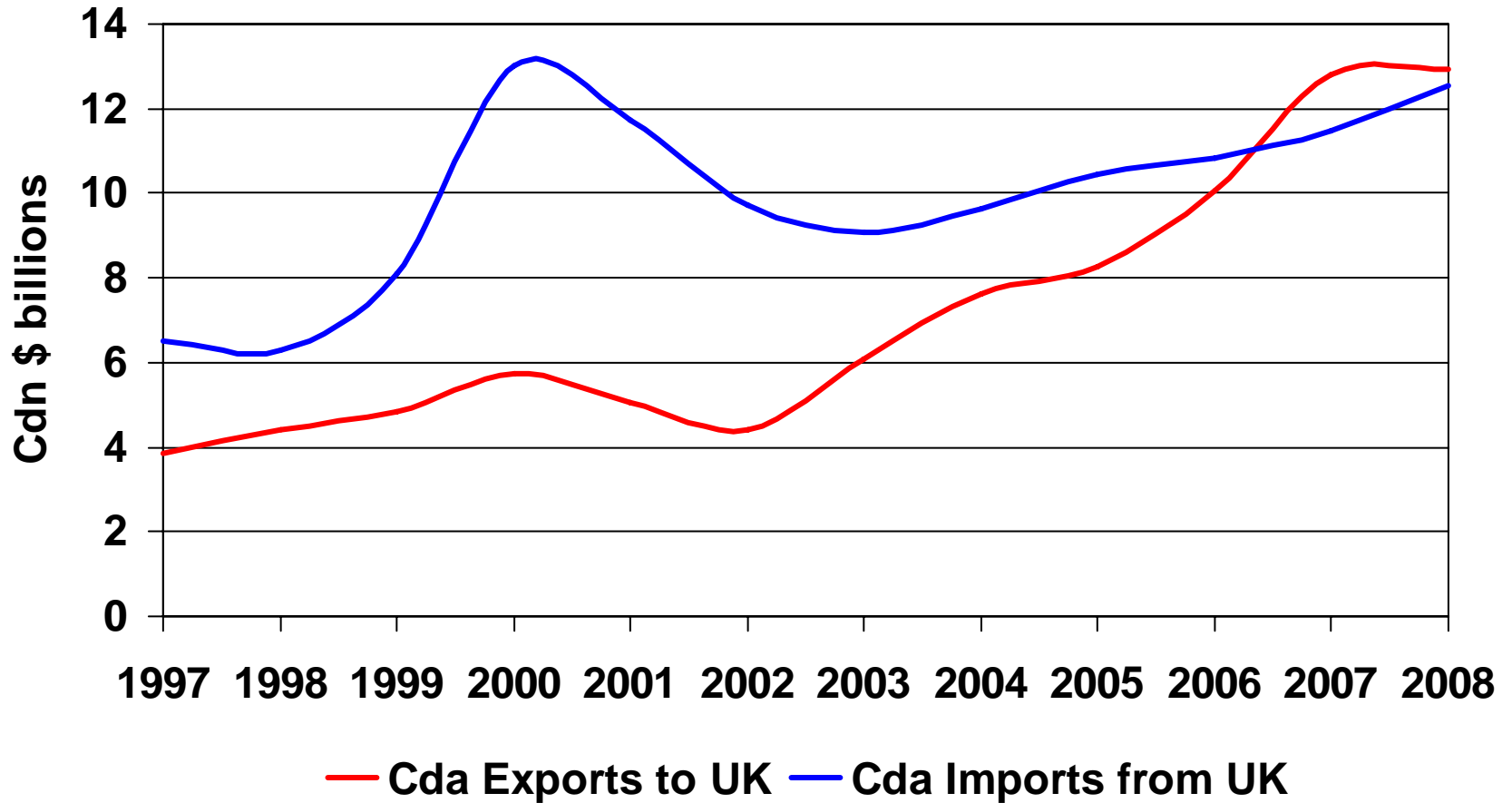
Presentation to the East Midlands International Trade Association  
USA, Canada and Mexico Conference  
18 March 2009, East Midlands Conference Centre, Nottingham

Judith St. George  
Minister-Counsellor (Commercial/Economic)  
High Commission of Canada, London

# Canada – UK Merchandise Trade



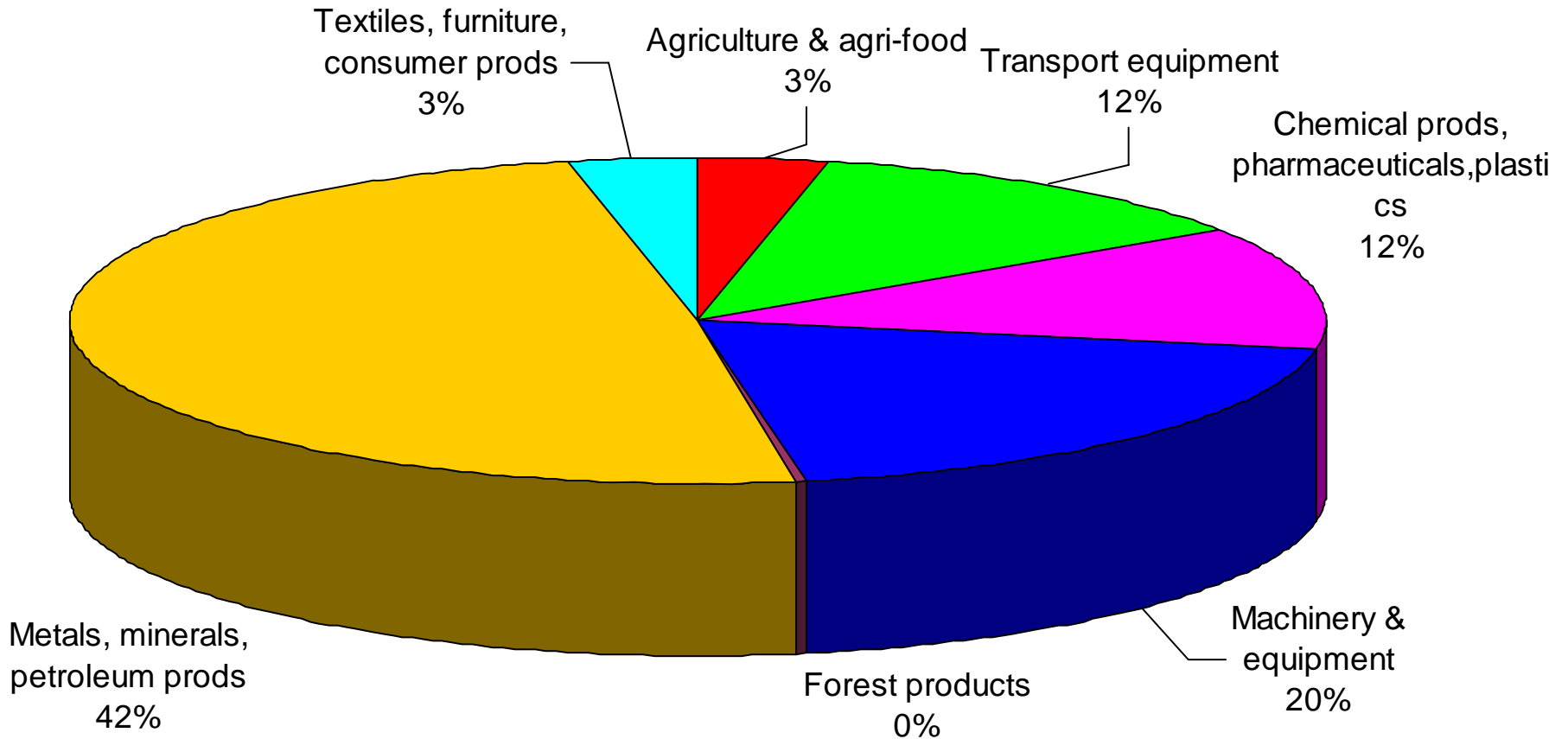
# Canada – UK Trade



# Canadian Imports from the UK – 2008

Ranking – 6th

Total \$12,547.39 million



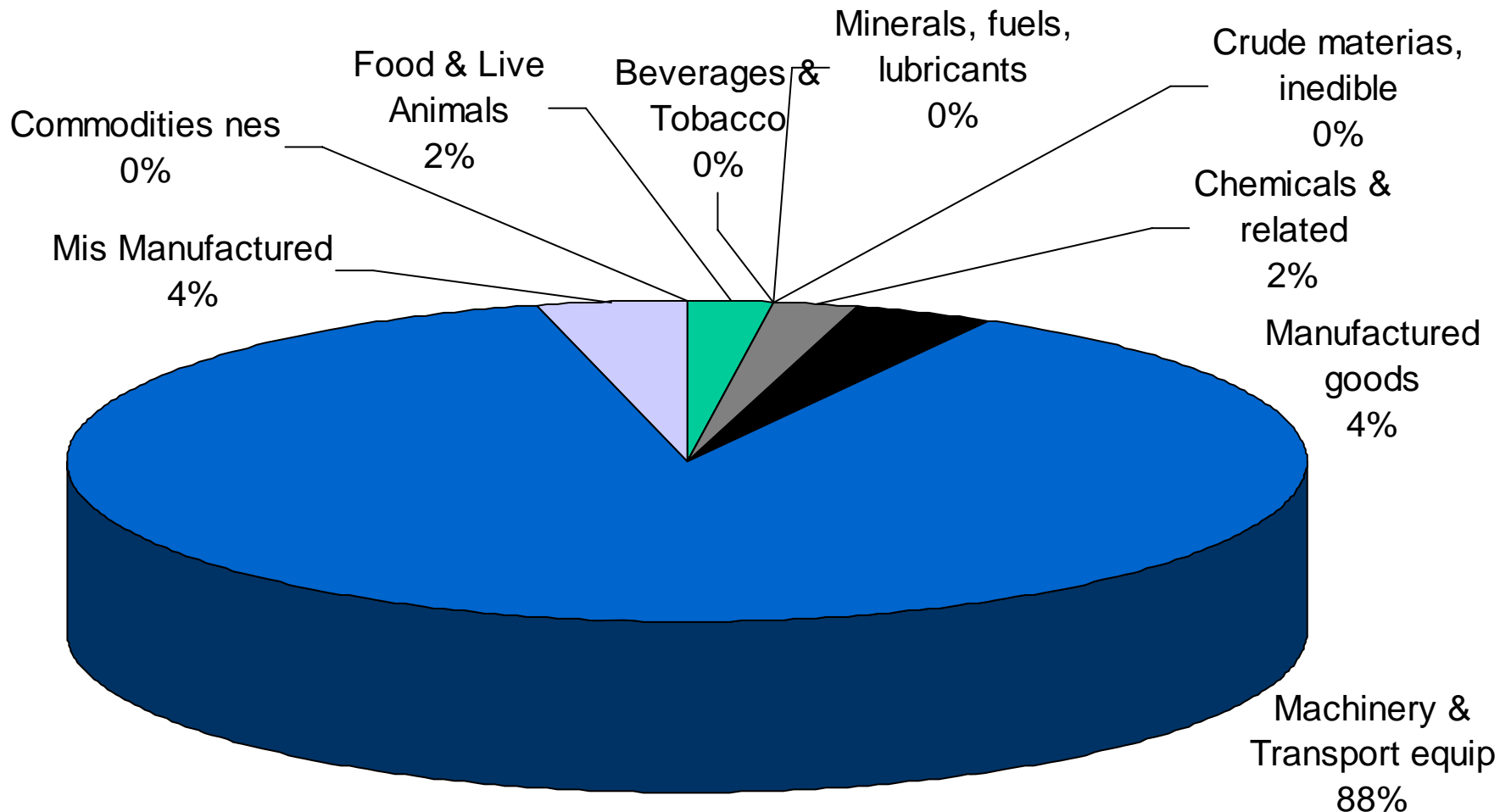
Source: Statistics Canada

# East Midlands Exports to Canada

## First 3 quarters 2008

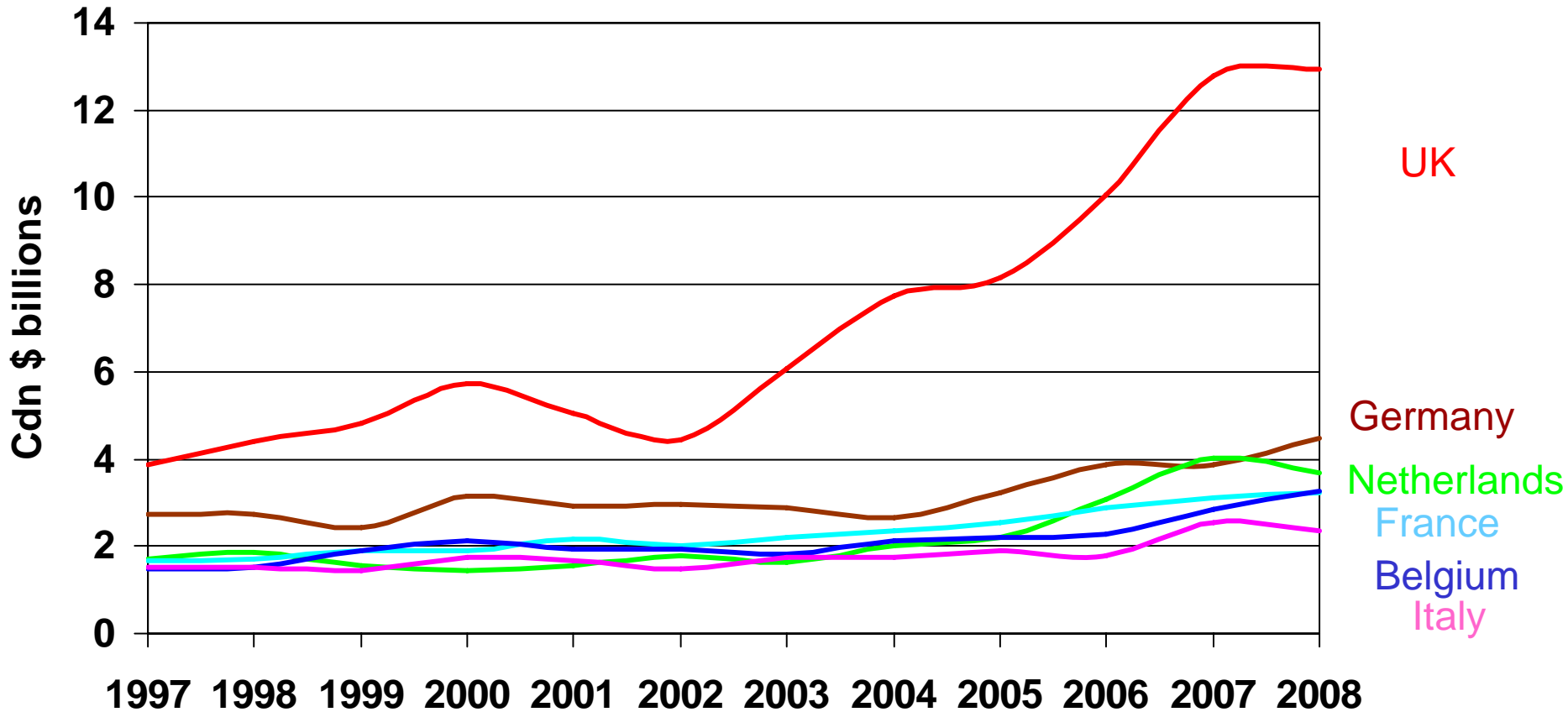
Total: £226,269 million

(no data available for animal/vegetable oils)



Source: HM Revenue & Customs

# Top Canadian Export Markets in Europe

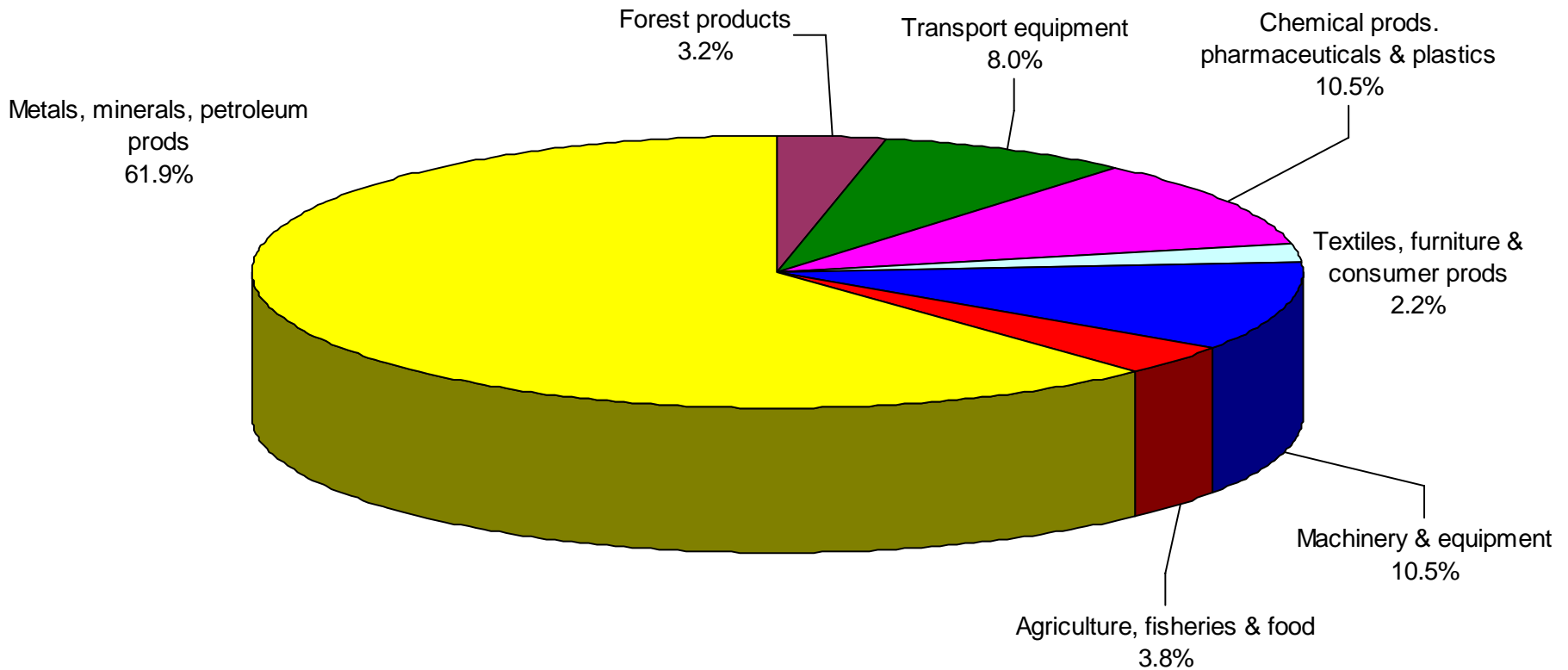


Source: Statistics Canada

# Canadian Exports to the UK – 2008

ranking 2nd

Total \$12,940.27 million



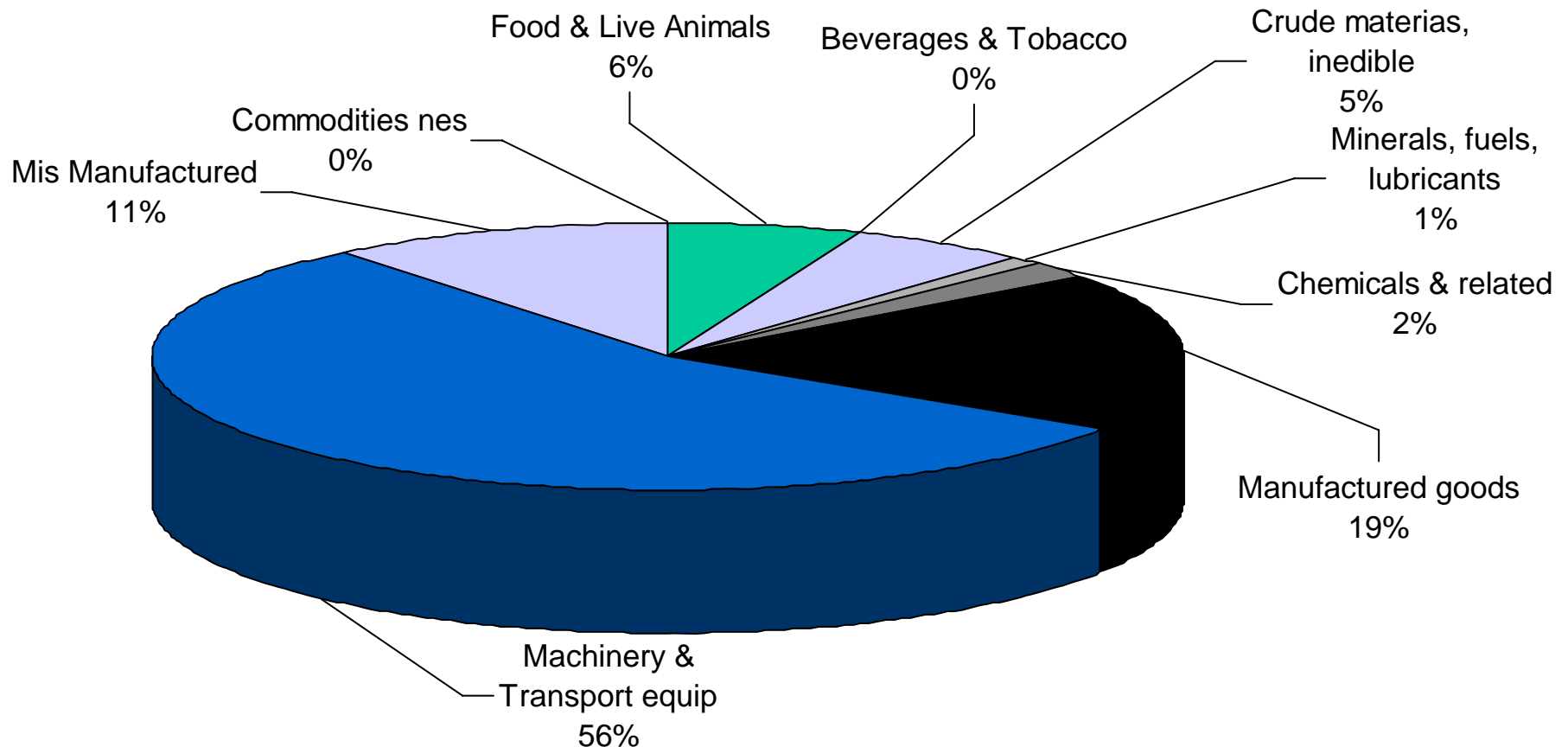
Source: Statistics Canada

# East Midlands Imports from Canada

## First 3 quarters 2008

Total: £141,918 million

(no data available for animal/vegetable oils)



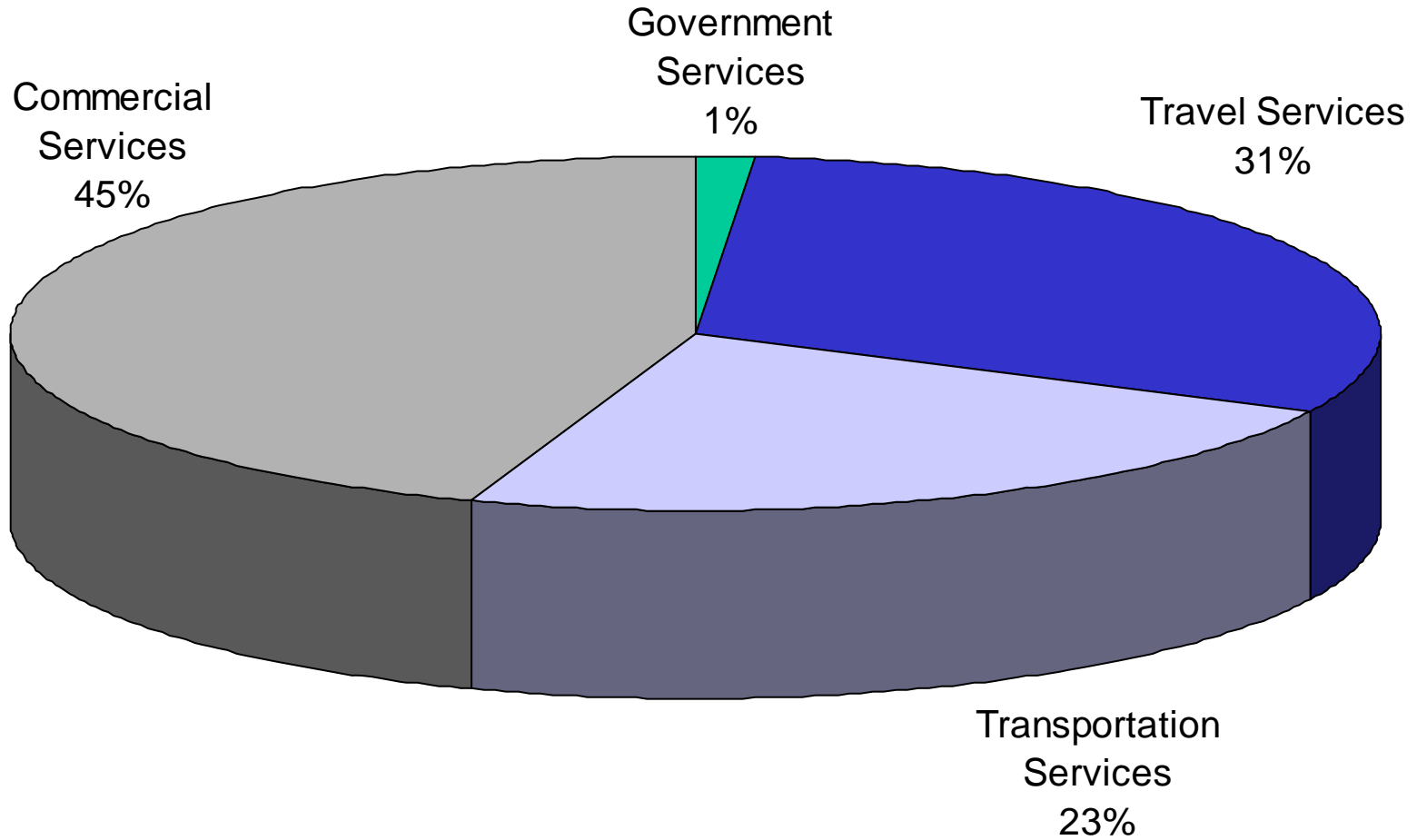
Source: HM Revenue & Customs

# Principal Growth Sectors

- **Telecom/IT**
- **Energy**
- **Oil & Gas**
- **Aerospace and defence**
- **Agri-food / fish**
- **Construction & building products**
- **Health care**
- **Environment**
- **Consumer products**

# Canada's imports of services by category – 2007

## Total - \$86 million



Source: Stats Can

# There are an estimated 560 Canada-based companies in the UK.

Some selected key investors include:

- **Canaccord**
- **Bombardier**
- **CAE**
- **Canada Life**
- **Canadian Pacific**
- **CIBC**
- **McCain Foods**
- **Petro-Canada**
- **Future Inns**
- **RIM**
- **Royal Bank of Canada**
- **TD Bank**
- **Air Canada**
- **Bank of Montreal**
- **Alcan**
- **Bank of Nova Scotia**
- **Inco**
- **Nexen**
- **Talisman**

# There are an estimated 650 UK-based companies in Canada.

Some selected key investors include:

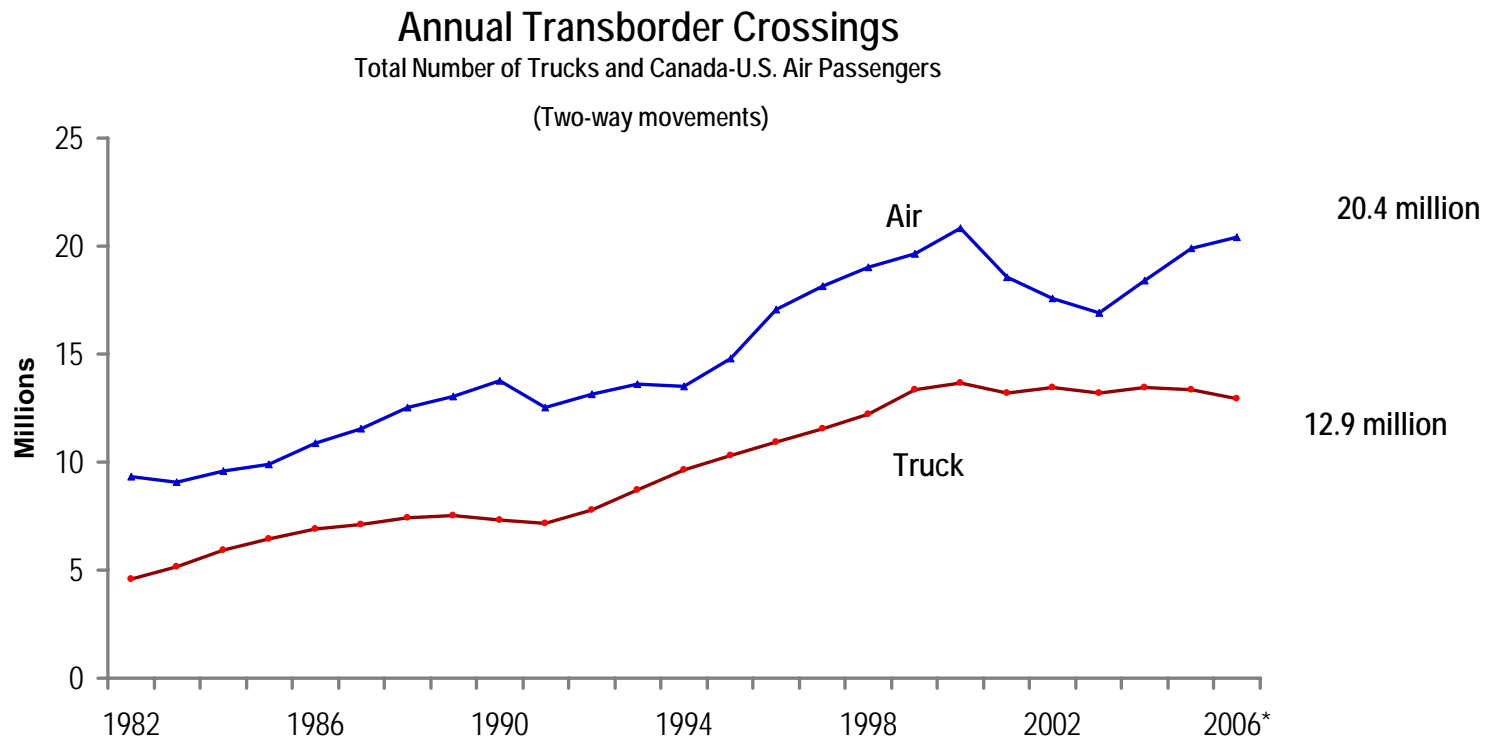
- Astra Zeneca
- GSK
- Smith and Nephew
- BAE Systems
- Rolls Royce
- Smiths
- HSBC
- Unilever
- Wolseley
- AMEC
- Rio Tinto
- BHP Billiton
- British Petroleum
- Centrica
- Exel
- Kingfisher
- Tomkins
- WPP

# **Canada – A Strategic Choice**

**Easy Access to Markets**

# Streamlined Trans-Border Flows

- **The North American market is serviced through a well-integrated transportation system, which is among the world's best.**
  - Automated permit ports, transponder identification systems and joint processing centres are being tested and deployed for easy movement of goods



Source: Statistics Canada and Transport Canada, 2006 (\* Preliminary data for 2006 air passengers)

# Smart Borders

- **Canada and the United States work closely together to ensure the safety, security, and prosperity of both our countries.**
- **Significant steps forward were accomplished to increase overall effectiveness of border programs, such as:**
  - FAST (fast movement of pre-approved eligible goods by truck);
  - NEXUS (special program for frequent travelers);
  - Harmonization of procedures for commercial shipments;
  - Harmonized timeframes for advance electronic cargo reporting;
  - Implemented the "24-Hour Rule" for marine shipments destined to North America;
  - Collaborated in the development of automated risk assessment systems, tools and methods;
  - Improved infrastructure and border processing times.
- **The border system is one of the most efficient in the world: wait times are usually less than 10 minutes.**

# Direct Access to the NAFTA Market

- **Since the enactment of the North American Free Trade Agreement (NAFTA) in 1994, Canada provides long-term assured access to the North American market.**
- **In addition to eliminating tariffs, NAFTA provides procedures for:**
  - border facilitation
  - movement of personnel
  - investment and intellectual property protection
  - product certification
- **The signing of the North American Free Trade Agreement (NAFTA) integrated the Canadian, U.S., and Mexican economies for nearly all business purposes.**
- **As a result, Canadian-based businesses have access to one market of 447 million consumers with a combined GDP (PPP\*) of almost US\$16.5 trillion.\*\***
- **Many Canadian production hubs are actually closer to U.S. markets than American production sites — of Canada's 20 largest cities, 17 are within an hour and half drive of the U.S.**
- **Direct air service between major cities in Canada and the U.S. has nearly doubled in the last six years.**

\* PPP = Purchasing Power Parity (equalization of purchasing power of different countries in their home countries for a given basket of goods)

\*\* Source: CIA World Factbook, September 2008



# **Canada and the European Union: Towards a Comprehensive Economic Agreement**

- **Canada and the EU reached agreement March 5, 2009 on a joint report outlining the areas to be negotiated in a possible comprehensive economic agreement**
- **This includes trade in goods and services as well as such areas as investment, technical barriers to trade and regulatory cooperation**
- **We are hopeful negotiations will be launched during the May 6 Canada-EU Summit to be held in Prague**
- **The previously released Canada-EU Joint Economic Study estimated annual real income gains of approximately €11.6 billion for the EU and €8.2 billion for Canada within seven years following the implementation of an agreement**

# **The Strength of Canada's Banks and Financial System**

- **Canada's banks rank #1 in the world for strength and stability**
- **Canada's financial system is stable, well-capitalized, and underpinned by one of the most effective regulatory frameworks in the world**
- **Canada's banks are not at risk of failure or insolvency and have received no direct capital injections from the government**
- **Because mortgage interest is not tax-deductable, Canadian households have smaller mortgages relative to both the value of their homes and disposable incomes than in many other countries**

# **The Strength of Canada's Banks and Financial System cont.**

- **The Canadian housing finance market does not have a large sub-prime component and has not witnessed the proliferation of products and marketing practices that have led to large-scale problems experienced in some other countries**
- **Canada's banks continue to lend to businesses and households**
- **The federal government is committed to ensuring the continued strength and stability of Canada's banks and financial system through secured credit facilities and insuring of mortgage pools**

# What does a Trade Commissioner do?

Promote and advance Canada's economic interests  
in global markets

- Trade promotion
- Trade policy and advocacy
- Foreign Direct Investment
- Support for Canadian Direct Investment Abroad
- Science & technology collaboration and exchanges

