

## INDUSTRY INSIGHTS: HOW YOU CAN WIN WITH CETA

Are you searching for sector-specific opportunities under the Canada-European Union Comprehensive Economic and Trade Agreement (CETA)? Sanjeev Chowdhury, Director, Free Trade Agreement Promotion Task Force, offers some insights.

### Q. What sectors offer the greatest opportunities under CETA?

A. CETA covers all aspects of Canada-EU trade, and all sectors of the Canadian economy will benefit. Global Affairs Canada has specifically targeted 12 sectors that may hold the most promise, namely: aerospace; agriculture and agri-food; automotive; clean tech; fish and seafood; forestry; information and communications technologies; infrastructure; medical devices; metals, mining and minerals; oil and gas; and pharmaceuticals.

### Q. What types of Canadian businesses stand to benefit from CETA, and how?

A. Ninety-eight percent of tariff lines have been eliminated on merchandise traded between Canada and the EU, so many product manufacturers are already taking advantage of CETA. In some sectors, such as information and communications technologies, all tariffs on products have been dropped. The agreement also provides for streamlined cross-border trade in services sectors, particularly professional services in the accounting, architecture, engineering and legal fields.

### Q. Is there a good source of information on CETA for Canadian businesses?

A. Yes, our dedicated CETA website at [international.gc.ca/CETA](http://international.gc.ca/CETA) offers guides on doing business in Europe and exporting to the EU. There are also market-specific pages to help you better understand what's in demand, as well as how and where to start your export journey.

### Q. How can business women make the most of CETA?

A. My advice: Use every tool at your disposal, especially support offered by the Trade Commissioner Service and the Business Women in International Trade team. They can help guide you to contacts in the EU. You can also sign up for MY TCS at [tradecommissioner.gc.ca](http://tradecommissioner.gc.ca) to access publications and upcoming trade shows related to your sector(s).

Everywhere you export  
The Canadian Trade Commissioner Service

[bit.ly/2GHN1hd](http://bit.ly/2GHN1hd)

**SPOTLIGHT**  
ON **E-COMMERCE**

## DID YOU KNOW?

"The Canada-United States Council for Advancement of Women Entrepreneurs and Business Leaders, which focuses on growing women-owned businesses, will release five reports," explains Geneviève Gougeon, BWIT Trade Commissioner. Read them as they are published at [advancingwomeninbusiness.com](http://advancingwomeninbusiness.com).

## SUPPORT FOR CANADIAN CLEAN TECH COMPANIES

Are you in the business of clean tech? Global Affairs Canada is here for you. Budget 2017 committed \$15 million over four years to implement an international business development strategy to help Canadian clean technology firms become world leaders and succeed in the global marketplace. Annie Brunton, Trade Commissioner for clean tech, says the new strategy will:

### Enhance services to clean tech companies

"We have increased our support abroad to industry. We now have officers dedicated to clean tech in Europe, Latin America, Asia and Africa. They work directly with Canadian companies to support their entry into those markets."

### Connect Canadians with global opportunities

"As part of the global commitment made in Paris, developed countries committed to providing \$100 billion annually by 2020 for climate change adaptation and mitigation projects in developing countries. That's money we want Canadian firms to access, so we are strengthening our services to support this. Learn more about climate finance and how we can help at [bit.ly/2rzC5yk](http://bit.ly/2rzC5yk)."

### Offer workshops to Canadian clean tech firms

"We are travelling across Canada to deliver workshops to clean tech companies. Our goal? To let them know about the full export support system available from all levels of government. Find out about upcoming workshops at [Canada.ca/TCS-cleantech-global](http://Canada.ca/TCS-cleantech-global)."



International Women's Day roundtable with the Honourable François-Philippe Champagne, Canadian business women and key Business Women in International Trade stakeholders on March 8, 2017.