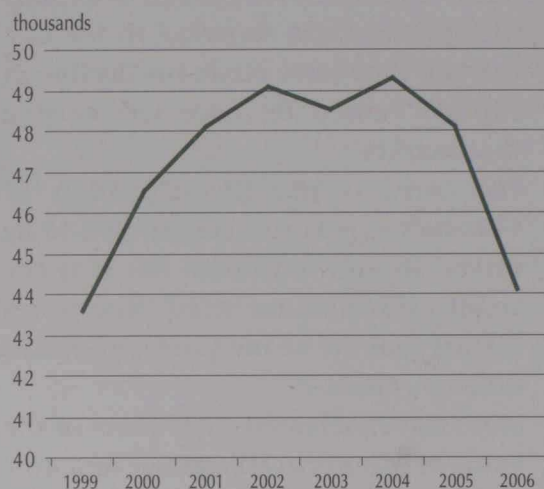


FIGURE 5

The Number of Canadian Exporters
(,000 Enterprises)



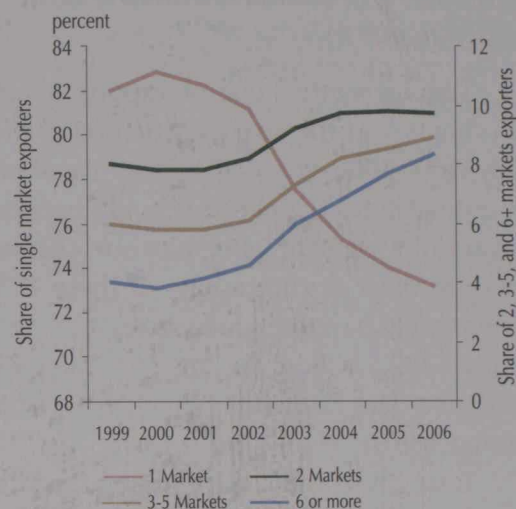
Source: Statistics Canada's Exporter and Business Register/Authors' calculations

Notably, the average number of markets served by each exporter increased from 1.7 in 1999 to 2.5 in 2006. In addition, the average number of years of experience of exporters doubled from 6 years in 1999 to almost 12 years in 2006, and the value of exports per exporter increased steadily from \$7.4 million in 1999 to \$8.6 million in 2006. However, the average number of products sold per firm did not increase over the period. The picture is thus one of a population of maturing firms gradually diversifying their export markets and increasing their export sales, but not their product palette.

The average 2.5 markets served by a typical Canadian exporter remains lower than the 3.3 markets served by a typical U.S. exporter (Bernard, Jensen and Schott, 2005). This is not surprising, given the large number of Canadian exporters who are single-market exporters to the U.S. market. However, as Canadian firms increasingly entered non-U.S. markets, the number of single-market exporters fell steadily. In 1999, the number of single-market exporters

FIGURE 6

Exporters by Number of Export Markets (% of Total Exporters)



Source: Statistics Canada's Exporter and Business Register/Authors' calculations

accounted for 82 percent of the total Canadian exporter population, while in 2006 this share fell to 73 percent.

Similarly, there was a steady increase in the number of multi-country exporters. In 1999, only 14 percent of Canadian exporters shipped their products to between two and five destinations; in 2006 18.6 percent of Canadian exporters did so. Similarly, in 1999 only 4 percent of Canadian exporters exported to more than 6 destinations; in 2006, 8.3 percent of Canadian exporters did so. The latter group, exporting to the largest number of destinations, grew the fastest (See Figure 6).

Trends by Size of Exporter

The share of SMEs in the Canadian exporter population remained stable at 95 percent over the period, but their contribution to total Canadian exports increased to 35 percent in 2006 from slightly more than 25 percent in 1999 (See Figure 7).

Between 1999 and 2006, many SME single-market exporters expanded into non-U.S. markets to become multi-market exporters.