



Factoids, Competitive Canada

element: A flourishing market economy that supports free trade

message: The NAFTA provides Canadian companies unrestricted access to the world's richest market, the United States

Canada is a member of various trade agreements:

- NAFTA (1994) increased trade and investment in Canada
- WTO (1995), a multilateral trading system which will help pump \$8 billion into the Canadian economy by 2002, and has clear rules for international trade of agricultural products
- CCFTA - Canada-Chile Free Trade Agreement, July 1997, will allow duty free access for 75% of total Canadian exports to Chile
- CIFTA - Canada-Israel Free Trade Agreement, January 1997, which eliminated tariffs on industrial goods and allows two-way agri-food product trade which amounted to over \$21 million in 1999, and partially restored Canada's competitive position in the Israeli market (dominated by the U.S. and European Union)

Canada has a \$60 billion agri-food industry, which represents 10.9% of GDP and ranks 3rd in trade surplus

Canada's industrial infrastructure is secure and varied

The high tech sector accounts for:

- 210,000 jobs between Toronto, Ottawa and Montreal
- 62,000 jobs between Vancouver, Edmonton, Calgary
- \$12 billion in revenue

NAFTA represents 1/3rd of the World software market

Canada leads NAFTA members by producing 25% of the world's auto related products

Pharmaceutical exports between 1992 and 1997 increased at an annual rate of 26.4% through an ongoing process of regulatory improvements, and generous government research support programs

65% of the Canadian agri-food exports are sent to the U.S.

Canada is 6th in the World in terms of aerospace sales

NAFTA is 84% of the aerospace market

Canada:

- is a World leader in specialized aerospace products
- has 69% of World market for visual simulation equipment
- has 75% of World market for Earth Observation satellite, data reception, archiving, and distribution systems

Canada has been a NASA partner for over 30 years, and a European Space Agency partner for 20 years

Canadian chemical production is growing at a rate of 7.5% per year

23 out of 25 of the World's largest chemical companies are located in Canada

message: Canada Provides Different Levels of Service

Employment in the service sector accounts for more than 50% of total employment, and economic output

Services have replaced the production of goods as the main form of economic activity in Canada

Canada's business service is the most dynamic of Canada's service industries

