

Factoids, Competitive Canada

element: A forward-thinking business environment with a large-scale infrastructure and unrestricted access to the world's richest market

message: We have opened our doors to the world, creating a strong multicultural society and a sound, globalized economy

The North American Free Trade Agreement (NAFTA) (1994), allows Canada to operate in a larger, integrated economy

80% of Canadian exports go to the U.S.

Canada is the prime destination for 33 U.S. states

Canadian Trade Missions - six international trade missions have helped more than 1800 representatives of Canadian businesses

Team Canada went to China in February 2001

The Canadian business community is the largest one in Hong Kong

As of September 2000, Canada has been promoting further trade liberalization by allowing 570 tariff items to become duty free

90% of the products imported from least developed countries enter Canada duty free

Canada is a member of the WTO, which ensures free trade for nations involved, and accounts for 90% of world trade

Canada has contributed \$700,000 to the "Integrated Framework" which helps developing nations participate in a global economy

In the 2000 federal Budget, \$435 million were allocated over the 3 years for Official Development Assistance

message: Canada has become one of the top trading nations of the world

Total Canadian Exports January to December 2000

- To U.S. - \$358,946 million, up 16.5%
- To Japan - \$9,008 million, up 7.0%
- To U.K. - \$5,727 million, up 19.5%

40% of Canadian exports is merchandise (33.5%) and services (6.5%)

Canadian exports examples:

- Canadian-operated transportation systems for export/shipment of foreign owned goods and services
- engineering consulting services sold abroad, insurance, and communications products and services
- cultural trade is thriving through film, video, movies, music, newspapers, broadcasting, and design products

Between 1996 and 1999, cultural trade grew by 41%, an increase of approximately 8% annually

Top 5 markets of Canadian cultural export - U.S., U.K., Japan, France, Germany

Canada has a strong export performance due to:

- aggressive and well educated management
- good labour-management relations
- control of inflation

Top 5 export sectors: machinery, equipment, industrial goods, agriculture, fish

Top 4 export markets: U.S., Japan, Mexico, U.K., China