



2009



Annual Report of The International Trade and Investment Centre



2009 Annual Report

Our Objectives

We will provide independent, evidence-based research to enhance the ability of both the public sector and business to make informed decisions by:

- Promoting informed dialogue on Canada's global economic role;
- Contributing to enhanced Canadian living standards by providing a sound basis for business and government decisions that enhance trade and investment outcomes;
- Proposing solutions for improving Canada's future trade and investment performance, rooted in the Centre's original research findings combined with other emerging analyses;
- Bringing together business and government leaders in an off-the-record forum to share the latest research and successful trade and investment strategies.

Dear Members of the International Trade and Investment Centre,

We are delighted to provide members with our 2009 Annual Report, a summary of activities of the International Trade and Investment Centre for the period April 1, 2008 – March 31, 2009. While two staff (Louis Thériault and Danielle Goldfarb) took separate leaves of absence which overlapped for a brief time, we are grateful to Glen Hodgson and Paul Darby for managing the research and meeting programs. With their help, we successfully published 9 research reports and briefings and held three member meetings.

We are also grateful to our members who, for the most part, have renewed their commitment to the Centre for a second three-year term. This year four new organizations (Canadian Commercial Corporation, Canada Economic Development, Farm Credit Canada and Ministère des Relations Internationales du Québec) joined the Centre. This support is a strong indication to us of the importance of our research.

Looking forward, we will continue to produce research and coordinate opportunities for dialogue under these overarching themes: barriers to trade and investment, trade and investment policy, tracking GVCs/RVCs, internationalization of SMEs and environment, trade and investment.

We anticipate a productive year adding to the Centre's solid foundation of research and meetings. We greatly value your comments and suggestions.

The ITIC staff
June 2009

Member Benefits

Research Program

The following reports and briefs were produced under the Centre's overarching research themes.

Trade and Investment Policy

- International Financial Policy Reform and Options for Canada – Think Globally, Act Locally, February 2009, Paul R. Masson and John Pattison
- Making Integrative Trade Real: Creating a Value Chain Trade Policy for North America, Briefing, December 2008, Glen Hodgson
- Provide Fair Tax Treatment for Canadian International Business, Briefing, August 2008, Glen Hodgson
- Foreign Investment Review Regimes: How Canada Stacks Up, April 2008, Andrea Mandel-Campbell. (CanCompete Project)

Barriers to Trade and Investment

- Barriers at the Border: The Costs of Impediments to Business Mobility, December 2008, Michael Burt

Tracking GVCs/RVCs

- Stuck in Neutral: Canada's engagement in Regional and Global Supply Chains, Danielle Goldfarb and Doris Chu, May 2008

Internationalization of SMEs

- Survival of the Fittest: Which SMEs Internationalize Most Extensively and Effectively? December 2008, Eileen Fischer and Becky Reuber
- Canadian SMEs and Globalization: Success Factors and Challenges, Kathleen Macmillan, May 2008

Environment, Trade and Investment

- A View From Washington: Climate Policy Under Obama – Implications for Canada and Trade, Briefing, December 2008, Gary C. Hufbauer and Jisun Kim

Les sommaire exécutifs disponible en français

- Barrières douanières: Coûts des entraves à La mobilité des gens d'affaires, Janvier 2009, Michael Burt
- La survie des mieux adaptés: Quelles PME arrivent le mieux et le plus efficacement à étendre leur présence sur les marchés internationaux? Décembre 2008, Eileen Fischer et Becky Reuber
- Réforme international des politiques financiers, et solutions offertes au Canada: Penser globalement, agir localement, Février 2009, Paul R. Masson et John Pattison
- PME canadiennes et mondialisation: Facteurs de succès et défis, Juin 2008
- Au point mort: La participation du Canada aux chaînes d'approvisionnement régionales et mondiales, May 2008
- Régimes d'examen de l'investissement étranger: Comment se place le Canada, Mai 2008 (CanCompete Project)

Member Interaction

As a member-based research centre, we appreciate the readiness of member organizations to either co-host or present at ITIC events. We are grateful to the Business Development Bank and the Ontario Ministry of International Trade and Investment for co-hosting meetings in September 2008 and February 2009 respectively. This year members rated all meetings as highly satisfactory.

	April 3/09 (Webinar)	Sept 24/09 (Montreal)	Feb 4-5/09 (Toronto)
Attendance	29	36	24
Percentage of organizations represented	63%	68%	56%
Satisfaction Scores (out of a total of 5)	4.5	4.6	4.7

Outreach and Education

An important aspect of ITIC’s mandate is to help provide an evidence-basis for public discussion, as well as propose solutions for improving Canada’s future trade and investment performance. All reports are publicly available without charge at www.conferenceboard.ca/ITIC/.

The Centre encourages collaboration with academics and researchers in government and elsewhere. We invite relevant academic researchers to participate in meetings and conduct regular, informal discussions with them to ensure the Centre is up-to-date on the latest research. The Centre also regularly sends papers to outside researchers for review.

Of note:

- From April 1, 2008 to March 31, 2009 over 5,300 copies of ITIC reports were downloaded from our web site with *Stuck in Neutral: Canada’s Engagement in Regional and Global Supply Chains* (1,118 downloads) and *A View From Washington: Climate Policy Under Obama – Implications for Canada and Trade* (1,021 downloads) being the most popular.
- To date, almost 15,000 copies of ITIC reports have been downloaded from our web site. Our first ITIC report, *Canada’s Changing Role in Global Supply Chains* remains the most read (1,955 downloads).
- During this period, the ITIC Website received over 18,000 visits.

Media Coverage:

Eight of the nine ITIC reports attracted media attention this year, with 23 stories appearing in national and local print media. This translates into an audience reach of almost five million.

Meeting Presentation and Discussion Highlights

April 2008 – Canadian SMEs and Global Engagement: What The Evidence Tells us, Webinar

- Small and Medium-Sized Businesses and Globalization: What the Evidence Tells US – Kathleen MacMillan, President, International Trade Policy Consultants

September 2009 – Global Opportunities, Obstacles and Change for Small and Medium-Sized Canadian Businesses, Montreal

Co-Host: Business Development Bank of Canada

- Helping to Prepare SMEs for Globalization – Jean-René Halde, President and Chief Executive Officer, Business Development Bank of Canada
- What Differentiates SMEs that Internationalize More Extensively and Effectively? Implications for Business and Government – Eileen Fischer, Professor, Schulich School of Business, York University
- Research on SMEs That Source Globally, Shakeel Bharmal, Purolator
- Barriers and Opportunities for SMEs to Integrate into Global Value Chains – Jérôme Nycz, Business Development Bank of Canada
- Financial Solutions to Expand SMEs’ Market Shares Intentionally – Sylvie Pinsonnault, Investissement Quebec
- Analysis of Exporter Registry Data and What It Shows About SME Exporters – David Boileau, Foreign Affairs and International Trade Canada
- U.S. Financial Crisis: Causes, Solutions and Aftermath – Glen Hodgson, Conference Board of Canada
- What Multinational Companies Look for in SME Suppliers – Frank Thybaut, Bombardier
- Challenges of Going Global, Nina Gupta, Greenlight corporation

February 2009 – The “New” Canada-U.S. Trade and Investment Environment – Toronto

Co-host: Ontario Ministry of International Trade and Investment

- Personal Reflections on Canada-U.S. Trade and Investment Environment – The Hon. Pierre Pettigrew, Executive Advisor, International, Deloitte & Touche LLP
- Canadian Commercial Corporation’s Experience in Canada-U.S. Relations – Marc Whittingham, President, Canadian Commercial Corporation
- The Volatility of the Loonie: Winners and Losers – Louis Thériault, The Conference Board of Canada
- Barriers at the Borders: The Costs of Impediments to Business Mobility – Michael Burt, The Conference Board of Canada
- Big Gains with Small Partners: What MNCs Look for in Their SME Suppliers – Tim Krywulak, The Conference Board of Canada
- The Hon. Sandra Pupatello, Minister, Ontario International Trade and Investment
- How the New Administration in the United States Could Affect the Flow of Goods and Services Between Canadian Business and The U.S. – Marc Busch, Georgetown University
- Making Integrative Trade Real: Creating a Value Chain Trade Policy for North America – Glen Hodgson, The Conference Board of Canada

Looking forward

Meeting Program

Over the next year, with member input, we will design meetings that include the latest research, as well as dialogue with business and public sector thought leaders.

October 14-15, 2009 - Calgary

Co-Host: Alberta International and Intergovernmental Relations

Topic: Energy, Environment, Trade and Investment

Research Program

Upcoming Publications:

Barriers to Trade and Investment

Volatility in the Canadian Dollar: Which Industries Take the Hit?

Author(s): Brynna Leslie, Valérie Poulin, Louis Thériault

Publication date: June 2009

Trade and Investment Policy

Seizing the Future: Time to Reboot Canada's approach to International Trade and Investment

Author(s): Anne Park Shannon

Publication date: July 2009

Project funded under CanCompete

Internationalization of SMEs

Big Gains with Small Partners: What MNCs Look for in Their SME Suppliers,

Author(s): Tim Krywulak and Vadim Kukushkin

Publication date: June 2009

Internationalization by Association: The Benefits and Challenges for SME Suppliers in Working with MNCs

Author(s): Tim Krywulak and Vadim Kukushkin

Publication date: July 2009

Forthcoming Research

Trade and Investment Policy

- Benchmarking of Investment Attraction Policies

Environment, Trade and Investment

- Opportunities for Clean Technology Trade, Danielle Goldfarb, Fall 2009
- Obama, Climate Change and Trade, Gary Hufbauer, Fall 2009

Tracking GVCs/RVCs

- Canada's "Missing Trade" with Europe, Danielle Goldfarb and Louis Thériault, 2010

Membership

Champion Members

Export Development Canada
Foreign Affairs and International Trade Canada

Lead Members

Alberta International and Intergovernmental & Aboriginal Relations
Bank of Canada
Bombardier Inc.*
British Columbia Ministry of Economic Development*
Business Development Bank
Canada Economic Development
Canada Mortgage and Housing Corporation
Farm Credit Canada
Federal Express Canada Ltd.*
Forest Products Association of Canada
Industry Canada

Ministère du Développement économique, de l'Innovation et de Exportation
Natural Resources Canada
Ontario Ministry of International Trade and Investment
Purolator Courier Ltd.*
RBC Financial Group
Sun Life Financial Inc.
TD Bank Financial Group*
TransAlta Corporation *

Partner and CanCompete Members

Canadian Commercial Corporation
Investissement Quebec
Ministère des Relations Internationales
Nexen Inc.
Nova Scotia Depart. of Economic Development
Scotiabank

Social Sciences and Humanities Research Council of Canada
Sustainable Development Technology Canada
Transport Canada
Western Economic Diversification Canada

* Declined to renew for 2009

At Your Service!

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Photo: Glen Hodgson, Danielle Goldfarb, Louis Thériault