



May 2010



Annual Report of The International Trade and Investment Centre



2010 Annual Report

Objectives:

- Promote informed dialogue on Canada's global economic role;
- Contribute to enhanced Canadian living standards by providing an independent, evidence-based foundation for business and government decisions;
- Inform solutions for improving Canada's future trade and investment performance;
- Bring 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,

This is our fourth annual report, which summarizes the activities of the International Trade and Investment Centre for the past year. It has been an active one as we have produced twelve reports and briefings as well as coordinated two major meetings in Calgary and Quebec City and three webinars. Both the Calgary meeting on trade and climate change and the Quebec City program on Canada-EU trade received high praise from members and guests. As well, we were delighted to be able to offer members at the Calgary meeting the opportunity to tour first-hand the oil sands in Fort McMurray.

Most members renewed or sustained their membership this year, however, three members (Alberta Ministry of International and Intergovernment Relations, Bank of Canada and Investissement Quebec) have declined to renew. We are actively seeking new members and welcome any suggestions from members.

Looking forward, our fall meeting will take place in Toronto and will focus on "Attracting Inward and Facilitating Outward Foreign Direct Investment". We thank the Ontario Ministry of Economic Development and Trade which has offered to co-host the meeting. The Centre's Advisory Group (Champion and Lead Members) will meet prior to that meeting to provide direction for the upcoming year's research program.

We greatly value your comments and suggestions on our events, members, and research, both past and future.

The ITIC staff
June 2010

Member Benefits

Research Program

The Centre produced the following reports and briefs:

Trade and Investment Policy

- The Financial Crisis, Regulatory Reform and International Coordination: What Remains to Be Done, Paul Masson and John Pattison, 2010
- Re-energizing Canada's International Trade: Strategies for Post-Recession Success / Redynamiser le commerce extérieur au Canada: Stratégies pour réussir la reprise (Funded by the Conference Board's CanCompete program), 2010
- The Perfect (Anti-Trade) Storm? Recession, the November U.S. Elections, and What It All Means for Canada, 2009, Marc Busch

Barriers to Trade and Investment

- Learning to Live with a Strong Canadian Dollar: Four Options for Business and Government / Apprendre à composer avec un dollar canadien fort : Quatre options pour les entreprises et les gouvernements, 2010, Glen Hodgson
- Dollar Volatility: Who Should Care? / Volatilité du dollar: Qui devrait s'en préoccuper?, 2010, Louis Thériault, Valérie Poulin
- Making Milk: The Practices, Players and Pressures Behind Dairy Supply Management / La production laitière : Les pratiques, les acteurs et les pressions derrière la gestion de l'offre, 2009, Danielle Goldfarb (Funded by the Conference Board's CanCompete program)

Internationalization of Small and Medium-Sized Enterprises (SMEs)

- Small Companies, Big Connections: The Benefits and Challenges for SMEs in Working With MNCs / Petites entreprises, gros contacts: Les avantages et les défis des sociétés transnationales pour les PME, 2009, Tim Krywulak, Vadim Kukushkin
- Big Gains with Small Partners: What MNCs Look For in Their SME Suppliers / Petits partenaires, gros profits - Ce que les STN recherchent chez leurs PME fournisseurs, 2009, Tim Krywulak, Vadim Kukushkin

Environment, Trade and Investment

- Global Climate-Friendly Trade: Canada's Chance to Clean Up / Commerce mondial de produits et services respectueux du climat : une occasion pour le Canada de redéfinir ses priorités, 2010, Danielle Goldfarb
- Freight Trucks and Climate Change Policy: Mitigating CO2 Emissions, 2010, Stephen Blank
- Getting the Balance Right: The Oil Sands, Exporting and Sustainability / Trouver le juste milieu: Les sables bitumineux, l'exportation et la durabilité, 2010, Len Coad, Glen Hodgson
- U.S. Climate Legislation Implications and Prospects: Challenges for Canada, 2009, Gary Clyde Hufbauer, Jisun Kim

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 Alberta Ministry of International and Intergovernmental Relations and Ministère du Développement économique, de l’Innovation et de l’Exportation for co-hosting the October and May events respectively.

This year members rated all meetings as highly satisfactory, with the most recent meeting in Quebec City receiving a rating of 4.9 out of 5!

	Oct 14/09, Calgary Energy, Environment, Trade and Investment	Feb 5/10, Webinar Re-engineering Canada’s International Trade	Feb 24/10, Webinar Dollar Volatility: Who Should Care?	May 13/10, Quebec Enhancing Canada-EU “Integrative Trade”
Member Representation	24	31	10	32
Percentage of organizations represented	46%	38%	38%	64%
Satisfaction Scores (out of 5)	4.5	4.7	4.5	4.9

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 therefore 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:

- We have now published 31 reports (not including French translations of Executive Summaries). Since the Centre’s inception in mid-2006, government, business, and academic readers have downloaded 22,000 copies.
- This year, we continued translating all of our report executive summaries into French, as well as the entirety of those reports of particular interest in Quebec. Our French language readership is steadily growing, with 1000 downloads overall.
- The most popular reports this year included:
 - Getting the Balance Right: The Oil Sands, Exporting and Sustainability
 - Making Milk: Practices, Players and Pressures Behind Dairy Supply Management
 - Global Climate-Friendly Trade: Canada's Change to Clean Up
 - Learning to Live with a Strong Canadian Dollar: Four Options for Business and Government
 - U.S. Climate Legislation Implications and Prospects
- The ITIC public website received almost 22,000 visits this year with most visitors investigating the research and events pages. Members are encouraged to add the link to the research resources page of their internal websites.

External Exposure

ITIC staff continued to communicate their research results in a range of fora this year, including:

- Presentation on border issues at the Foundation for Educational Exchange Between Canada and the United States of America, Ottawa, January 2010
- Presentations to government officials in Quebec City, Toronto, and Ottawa on Making Milk: The Practices, Players, and Pressures Behind Canada's Dairy Supply Management
- Presentation to Ontario government on Climate-Friendly Trade: Canada's Chance to Clean Up, February 22, 2010
- Presentation to Journée d'économie appliquée ASDEQ-CIRPÉE-GREEN at Université Laval on briefing « Trouver le juste milieu : Les sables bitumineux, l'exportation et la durabilité », February 10, 2010.
- Canada's "Missing" Global Trade article by Danielle Goldfarb was published in the IE Canada magazine – April 2010
- Getting the Balance Right – the Oil Sands, Exporting and Sustainability – report was distributed to all the members of the Oil Sands Development Group – January 2010
- Presentation to Conference Board clients at the Technical Forecasting Seminar on report "Dollar Volatility: Who Should Care?" May 20, 2010.
- Danielle Goldfarb sits on the Statistics Canada Advisory Committee on International Trade Statistics.

Media Attention

ITIC reports gained huge media coverage this year. Glen's report on "Getting the Balance Right: The Oil Sands, Exporting and Sustainability" was covered in roughly 130 stories. The two ITIC reports on the volatility of the dollar were referenced in approximately 200 stories. Overall, ITIC reports were covered in almost 400 stories in 2009-10 for a total of 25 million media impressions.

Meeting Presentation Highlights

October 2009 – Energy, Environment, Trade and Investment, Calgary

Co-Host: Alberta International and Intergovernmental Relations

- Robert Page, Chair, National Round Table on Environment and the Economy
- U.S. Climate Legislation and Implications for Canada, Gary Hufbauer, Peterson Institute for International Economics
- The Canadian Perspective: What Does This Mean For Canada?, Joseph Doucet, Centre for Applied Business Research in Energy and the Environment, University of Alberta
- Opportunities and Challenges for Canada in a Global Value Chain Context
 - Michael Cleland, Canadian Gas Association
 - Alex Pourbaix, TransCanada Corporation
 - Tom Huffaker, Canadian Association of Petroleum Producers
- Global Market for 'Climate-Friendly' Technologies: Canada's Chance to Clean Up, Danielle Goldfarb, The Conference Board of Canada
- Site Visit to the oil sands of Fort McMurray

February 2010 – Re-engineering Canada’s International Trade (Webinar),

Anne Park Shannon, Shannon & Associates

February 2010 – Dollar Volatility: Who Should Care? (Webinar),

Louis Thériault, The Conference Board of Canada

May 2010 – Enhancing Canada-EU “Integrative Trade”, Quebec City

Co-Host: Ministère du développement économique, de l’innovation et de l’exportation

- Global Economy, Today and Tomorrow, and Trade Implications, Glen Hodgson, The Conference Board of Canada
- The Quebec Perspective on Canada-EU Negotiations, Pierre Marc Johnson, Chief Negotiator for the Quebec Government
- Ottawa’s Perspective on Canada-EU Negotiations, Steve Verheul, Chief Trade Negotiator, Foreign Affairs and International Trade Canada
- Canada’s “Missing” Trade with the E.U., Danielle Goldfarb and Louis Thériault, The Conference Board of Canada
- Canada-EU Negotiations and Canada’s Broader Trade Policy Agenda, Phil Rourke, Centre for Trade Policy and Law, Carleton University
- Business Opportunities and Challenges for Canada with the E.U.
 - Jason Langrish, Canada Europe Roundtable for Business
 - Rocco Delvecchio, Siemens Canada Ltd.

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.

November 4-5, 2010, Toronto

Co-Host: Ontario Ministry of Economic Development and Trade

Topic: Attracting Inward and Facilitating Outward Foreign Direct Investment

On November 4th, we will host our Advisory Board Meeting

Winter webinar: Theme to be determined with member input.

May 2011 meeting: Theme and location to be determined with member input.

Research Program

Upcoming Publications:

Theme: Global and regional value chains

- Canada’s “Missing” Trade with Europe, Louis Thériault and Danielle Goldfarb (Summer 2010)
- Valuing Headquarters (HQs): Roles, Value and Benefit of HQs in Global Value Chains, The Conference Board of Canada (Fall 2010)

Theme: Trade and investment policy

- Some Plain Talk About Canada's International Trade, Anne Park Shannon (June 2010)
- Best Policy Practices for Promoting Inward and Outward Foreign Direct Investment, Stephen Globerman (Fall 2010)
- What are the effects of outward FDI on Canada, its regions, cities, and firms?, Danielle Goldfarb (Fall 2010)

Theme: Trade and investment barriers

- Regulatory Convergence: A Plan for Action, Katie McMillan (Summer 2010)
- Lessons from others in making policy change happen, applied to the case of dairy supply management (Fall 2010, funded by the Conference Board's CanCompete program)

Members

Champion

Export Development Canada
Foreign Affairs and International Trade Canada

Lead

Alberta International and Intergovernmental &
Aboriginal Relations
Bank of Canada
Business Development Bank
Canada Economic Development
Canada Mortgage and Housing Corporation
Farm Credit Canada
Forest Products Association of Canada
Industry Canada

Ministère du Développement économique, de
l'Innovation et de Exportation
Natural Resources Canada
Ontario Ministry of Economic Development and
Trade
RBC Financial Group
Sun Life Financial Inc.

Partner and CanCompete

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

At Your Service!

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