



How the Centre Adds Value

- Member organizations are actively engaged in setting the research program; this keeps the research relevant for business and policy-makers alike;
- Research is approached with an emphasis on its policy/business relevance and in areas that under-covered in the literature; research is conducted using cutting-edge analysis resulting in a fresh perspective and forward-thinking recommendations;
- Research is undertaken by experts in the field who have a proven track record thus ensuring stellar original research;
- Before research findings are published, affected stakeholders and policy-makers usually have an opportunity to review and comment, thus influencing policy thinking at an early stage.
- All research produced from the International Trade and Investment Centre is freely available to download, thus encouraging dialogue in all sectors regarding Canada's trade and investment position.

Influence of the Trade Centre – Three Examples

...providing clear, evidence-based conclusions:

Making Milk: The Practices, Players and Pressures Behind Dairy Supply Management, November 2009 concludes: "Supply management largely meets its stated goal of improving producer incomes. But it also prevents milk producers from capitalizing on opportunities in global markets, while thwarting Canada's international trade objectives, and reducing competitiveness and innovation."

Impact: *The Globe and Mail* editorial, November 30, 2009 "MPs as Trade Barriers" – The House of Commons committee on international trade as does no service to Canada by its unanimous report that does little more than insist on the preservation as-is of supply management.... Fortunately, this month also saw the publication of a much more substantial report on the issue by Danielle Goldfarb of the Conference Board of Canada. She points out that Canada has already lost much of its influence in multilateral trade negotiations, largely because of its defence of a closed dairy market."

...reaching target audiences:

Canada's "Missing Trade" with Asia, February 2008 concludes: "Conventional trade data and analyses fail to adequately capture globalized production... With this "missing" trade included, Canada has a much more sizeable economic relationship with Asia than official data show. But... Canada underperforms by even more than official data suggest."

Impact: *Embassy Magazine*, May 7, 2008 “Canada’s trade numbers, cited regularly by politicians and in the media, are out of step with global realities—especially when it comes to trade with Asia.”

...gaining strong media attention

“Dollar Volatility: Who Should Care? February 2010 This report examined industry vulnerability to fluctuating exchange rates and found that industries that are internationalized tend to cope better with currency fluctuations. The report suggested measures policy makers can take to prepare for/mitigate exchange rate effects on Canadian industries.

Impact: In one week (March 13-19, 2010) the report was featured in 103 media stories, generating 8.5 million media impressions. This included Canada’s major newspaper and television broadcasters.

Overall Impact of Centre Reports: 2009-2010

Raised Public Awareness of Trade Issues Through Media Outlets: Centre research appeared in over 400 media stories, achieving an audience reach of 25 million media impressions. Findings were also featured in numerous TV and radio interviews.

Engaged a broad range of stakeholders – to create a shared understanding:

- Over 22,000 copies of Centre reports have been downloaded. Thus the knowledge and recommendations are being considered by all sectors of Canadian society – academia, industry sectors, public policy and the general public.
- Centre findings are being widely-cited by other experts as well as media, including the OECD.

Informed Thinking and Decisions of Policy-Makers:

- Business Development Canada used the integrative trade model with their SME clients
- The “integrative trade policy” approach, long advocated by ITIC is being adopted in trade and investment policy language by DFAIT and provincial officials, for example:
 - Notes for an Address by the Honourable David Emerson, Minister of Foreign Affairs and International Trade and Minister for the Pacific Gateway and the Vancouver-Whistler Olympics, on the Occasion of International Trade Day, 2008: “We’re addressing the challenge of *integrative trade*, and we’re focused on helping Canadian businesses rise to the challenge of today’s highly competitive global economy.”
 - Report of the INSPECTION OF THE CANADIAN EMBASSY HELSINKI, “Everyone in the Program was able to articulate how they put the Integrative Trade model into practice.” 2009
 - Five Year Evaluation Work Plan Aligned to the Program Activity Architecture, 2009-2010 (not completed) – “Roll-Out of *Integrative Trade Model* - Japan IBD Study”
- Several provinces have inquired about customized ‘integrative trade’ in their provincial context.

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