



2012-2013 Annual Report

The Global Commerce Centre helps business and government leaders respond effectively to the rapidly changing global business operating environment.

Members of the Global Commerce Centre,

We are delighted to present you with the 2012-13 annual report of the Global Commerce Centre.

This year was an exciting year for the Centre. We launched a new “Tool-Kit for Growth Markets” series. The series moved beyond the oft-repeated advice that Canadian companies should go to fast-growth markets. Our series provides evidence-based strategies and tools to prioritize, find and seize the most promising opportunities. Briefings focused on:

- the most important future markets for Canadian companies (beyond the usual suspects),
- the most promising sectors for Canadian companies in India, and
- the success strategies for SMEs in fast-growth markets.

We will continue to add to the “tool kit” over the coming year.

We also published several other ground-breaking papers exploring:

- the impact and motivations for Chinese investment in Canada’s natural resources
- what Canada’s trade will look like in 2025
- the dramatic changes in Canada’s trade over the past decade, and the forces behind them

Readers downloaded a record 7,570 copies of Centre reports from the Conference Board’s e-library.

Leaders and the public were also exposed to the evidence-based messages in our research through an active series of public commentaries. The commentaries were linked to current events and published in major Canadian media as well as specialized media. We also published audio interviews on our website as an alternate way to promote our findings.

We also renamed the Centre to the Global Commerce Centre, to align with language used by both businesses and governments to describe their global activities.

Our two meetings this year focused on:

- hot opportunities for Canadian companies in South and Southeast Asia
- leading-edge strategies for fast-growth markets

We also held a variety of webinars on related research and we introduced a new member benefit of free invitations to our chief economist webinar on the Canadian, US, and global outlook.

We were pleased to welcome three new members to the Centre: Colgate-Palmolive Canada Inc., Saint Mary's University and Canada Border Services Agency. We will be aiming to expand the Centre further in the coming year.

Looking forward, we will continue to examine opportunities for Canadian companies in fast-growth markets both in our research and events. We look forward to members joining us at our November 15 meeting in Toronto. That meeting will focus on how Canadian companies are competing globally, not just in traditional markets, but beyond. We look forward to getting members' views at that time on the direction for the Centre's activities over the coming year.

As always, we welcome your comments and suggestions to improve the Centre's relevance and impact.

Danielle Goldfarb
Associate Director, Global Commerce Centre

Member Benefits

Research Program

The Centre produced the following reports and briefs this the past year. All received ratings of 4/5 (where at least 4 readers rated the paper). Number of downloads indicated in brackets.

1. Canada's "Next Top Markets", May 2013 (142)
2. Hottest Prospects for Canadian Companies in India, May 2013 (128)
3. Walking the Silk Road: Understanding Canada's Changing Trade Patterns, December 2012 (1088)
4. What Might Canada's Future Exports Look Like? November 2012 (926)
5. Canada's Supply-Managed Dairy Policy: How Do We Compare?, October 2012 (761)
6. Canada's Supply-Managed Dairy Policy: How We Got Here, August 2012 (881)
7. The Endgame for the Euro: Three Unattractive Options, May 2012 (724)
8. Fear the Dragon? Chinese Foreign Direct Investment in Canada, June 2012 (1153)

Member Interaction

Thank you to Scotiabank and the Business Development Bank of Canada for co-hosting our October and April events respectively.

The table below indicates the level of participation and the high degree of satisfaction with our meetings program last year.

	September 19, 2012 Webinar: Fear the Dragon? Chinese Foreign Direct Investment in Canada	October 10-11, 2012 Member meeting: Hot Prospects for Canadian Businesses: South and Southeast Asia	February 19, 2013 Webinar: Walking the Silk Road: Understanding Canada's Changing Trade Patterns	April 25-26, 2013 Member meeting: Leading-Edge Practices for Fast-Growth Markets
Attendance	22	31	18	25
Satisfaction Scores (1- 5) with 5 being excellent of those who participated.	4.5	4.3	3.9	4.3

Outreach and Education

An important aspect of the Centre's mandate is to help provide an evidence basis for public discussion. To engage with the public, we introduced audio interviews of our findings this year, and had an active program of commentaries. Here are some highlights from our published commentaries:

- Canadian exporters need to find India's "sweet spots", Globe and Mail, May 2013
- China is the X factor in stagnating Canada-U.S. trade (Globe and Mail, March 2013)
- Guess what Canada's new exports strengths are (Globe and Mail, February 2013)
- Did Obama Just derail the Canada-EU deal? (Canadian International Council)
- More EU cheese please (Globe and Mail, Canadian International Council, Conference Board blog, February 2013)
- Who will Canada's Trading partners be in 2025, (Globe and Mail, November 2012)
- CNOOC/Nexen: Yes, With Conditions and a Commitment (Financial Post, November 2012)
- Why Does Milk Cost So Much? (Ottawa Citizen and Vancouver Sun, November 2012)

Centre reports were covered widely by media. "*Fear the Dragon? Chinese Foreign Direct Investment in Canada*" was by far the most covered with 90 stories. Overall, Centre reports were covered in 128 stories (3 times the previous year) for a total of 8.7 million media impressions (4 times the total of the previous year). Centre reports were covered in major media such as the Globe and Mail and Wall Street Journal. They were also covered and sparked considerable discussion in online global commerce-related groups, as well as specialized media (such as "Canadian manufacturing", "Farms.com").

The Centre also regularly sends papers to outside researchers, business leaders, and policy makers for review. Centre staff consults regularly with public and private sector members, as well as researchers, business leaders, and policy makers. Glen Hodgson, the Conference Board's Executive Vice President and Chief Economist, regularly discusses Centre findings into his over 80 annual presentations across the country.

Meeting Presentation Highlights

April 2013 – Leading Edge Practices for Fast-Growth Markets, Montreal

Co-Host: Business Development Bank

- Best Company Practices for Overcoming Challenges in Growth Markets – Becky Reuber, Carole Couper, Rotman School of Business
- How are Canada's Small and Medium-Sized Businesses Doing in Growth Markets? – Aaron Sydor, Foreign Affairs & International Trade Canada
- A Leading-Edge Trade Agreement: Trans-Pacific Partnership Negotiations – Dany Carriere, Foreign Affairs & International Trade Canada
- Business Panel: Leading-Edge Practices and Challenges in Growth Markets:
 - François Angers, Laboratoires Omega
 - Jean-Luc Lavergne, Groupe Lavergne
 - Eric Bergeron, OptoSecurity

February 19, 2013 Webinar - Walking the Silk Road: Understanding Canada's Changing Trade Patterns

With Michael Burt, Director, Industrial Economic Trends

October 2012 – Hot Prospects for Canadian Businesses: South and Southeast Asia, Toronto

Co-host: Scotiabank

- Tools for Business to Go Global: High Potential Markets for Canada in Southeast Asia – Danielle Goldfarb, CBOC
- Canada's Trade Policy Strategy – Don Stephenson, Foreign Affairs & International Trade Canada
- Tools for Business to Go Global: Hot Sectors for Canadian Companies in India – Danielle Goldfarb, CBOC
- Vietnam as a Strategic Trading Partner in ASEAN – Julie Nguyen, Canada-Vietnam Business Council
- Business Panel: The Recipes for Success with South and Southeast Asia
 - Linda Hung, Gunta Mackars, Forrec
 - Jerry Suyavong, Summit Automobile Group
 - Akashdeep Sarpal, ICICI Bank Canada

September 19, 2012 – Webinar - Fear the Dragon? Chinese Foreign Direct Investment in Canada

With Michael Grant

Looking Forward

Upcoming meetings and research will focus on opportunities that go beyond traditional markets, and on how Canadian companies are performing in fast-growth markets. Members are encouraged to contact us with any relevant research and suggestions for speakers.

We will continue to offer webinars on selected Centre research, which will be free for Centre members.

July 31, 2013 – Webinar - Success Strategies for SMEs in Fast-Growth Markets with Becky Reuber

November 15, 2013 – Toronto – Beyond the BRICs

May 2014 – Date, theme and location to be determined based on member input.

Upcoming research

- SME Success Strategies for Growth Markets
- Skills In Motion: U.S. workers may hold the key to Canada's skills shortage
- Can Canadian companies compete globally?
- Does exporting to fast-growth markets improve Canadian SME performance
- Canada's "sweet spots" in selected fast-growth markets
- Other topics to be determined

Member Organizations

Champion Level

Export Development Canada
Foreign Affairs and International Trade Canada

Lead Level

Business Development Bank of Canada
Canada Economic Development
Industry Canada
Ministère des Relations Internationales, de la Francophonie et du Commerce Extérieur
Ontario Ministry of Economic Development, Trade and Employment
Scotiabank

Partner Level

Canada Border Services Agency
Canadian Commercial Corporation
Colgate-Palmolive Canada Inc.
Nova Scotia Department of Economic & Rural Development & Tourism
Saint Mary's University
Western Economic Diversification Canada

At Your Service!

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