



GLOBAL COMMERCE CENTRE

2013-2014 Annual Report

August, 2014

***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,

This annual report marks the eighth year for the Global Commerce Centre.

In brief, we published 4 ground-breaking papers exploring themes such as:

- Strategies for success in fast-growth markets
- Sectors where Canada's exports are successfully competing on the global stage
- How U.S. workers could help mitigate Canada's skills shortage

In addition, several research projects were begun, focused on:

- Preparing for free trade with the European Union
- The experience and contribution of immigrant exporters
- Canada's "sweet spots" in Mexico

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. Centre research has also been actively discussed on social media.

Our two meetings in November 2013 and May 2014 focused on exploring trade opportunities beyond the BRIC countries and the impact of the pending Canada-EU trade agreement. We experimented with our meeting format, inviting the business and policy community in Halifax to an open session to better understand our exporting relationship with Europe. The goal was to create greater awareness of the Centre and find new ways of disseminating our research. By all accounts this session was very successful and we shall incorporate a similar session in our fall meeting.

We continued to offer webinars to members as a benefit of membership.

Several new members were added this year including the Halifax Port Authority, the Canadian Council of Chief Executives, the British Columbia Ministry of International Trade and Transport Canada to membership. 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 global markets both in our research and events. We look forward to members joining us at our November 5-6 meeting in Vancouver where we will focus on “Raising Canada’s Game with Asia”. As is our usual practice, our fall meeting will provide an opportunity for members to share their views 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). Readers downloaded over 2,500 copies of Centre reports from the Conference Board’s e-library.

- **Tool-Kit for Growth Markets Series**
 - **Not For Beginners - Should SMEs Go to Fast-Growth Markets?**, February 2014, Sui Sui and Danielle Goldfarb
 - **Success in Fast-Growth Markets: Strategies for Smaller Players**, July 2013, Carole Couper and A. Rebecca Reuber
- **Competing Globally: Canada’s Hidden Success Stories** May 2014, Kristelle Audet
- **Skills in Motion: U.S. Workers May Hold the Key to Canada’s Skills Shortage**, October 2013, Laura Dawson

The following Centre reports were in development this year, and members received advance exposure to the findings.

- Selling Beyond the U.S.: Do Recent Immigrants Advance Canada’s Export Agenda?
- Across the Sea with CETA: What New Labour Mobility Might Mean for Canadian Business
- Sweet Spots” for Canadian Businesses in Mexico
- Deal or no Deal: What strategies have meant success for Canadian companies in the EU? (Summer 2014)

Meeting Presentation Highlights

November 15, 2013 – “Beyond the BRICs”, Toronto

- Setting the Scene : Canada’s Most Important Future Markets – Danielle Goldfarb
- Are Canadian Companies Globally Competitive? Going Beyond the Usual Industry Suspects – Michael Burt
- Has Going to Fast-Growth Markets Been Good for Canada’s Smaller Players? – Sui Sui
- Opportunities and Challenges in Infrastructure and Defense Markets in Latin America and Africa

- What are Canadian Business “Sweet Spots” in Mexico? – Danielle Goldfarb
- Building the New Quito Airport and Other Infrastructure Projects in Latin America – John Beck

May 12-13, 2014 – “Canada’s EU Moment”, Halifax

- Open Session for business and government leaders:
 - Global Outlook and Canada’s Europe Opportunities – Glen Hodgson
 - European Perspective – Bert Colinj
- Preliminary Global Commerce Centre Research:
 - Impact of CETA on Key Canadian Industries,
 - What Strategies Have Meant Success for Canadian Companies in the EU?
 - What Might CETA Mean for Moving Business People Between Canada and the EU?
- CETA – Member Perspectives (Nova Scotia, British Columbia, Ontario)
- New Interactive Export-Import Forecast Product – Michael Burt
- On-the-Ground Experience of a Canadian Business – Ian Smith, Clearwater Seafoods Limited Partnership
- Tour of the facilities at the Port of Halifax

Webinars: Two webinars on the research results of two reports were held:

- August 8/13 Succeeding in Fast Growth Markets
- January 8/14 Skills in Motion

Member Interaction

Our thanks go out to the Canadian Commercial Corporation and the Port of Halifax for graciously co-hosting our November and May events respectively.

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

	November 15, 2013 “Beyond the BRICS”, Toronto	May 12-13, 2014 “Canada’s EU Moment”, Halifax
Attendance	23	26
Satisfaction Scores (1- 5 with 5 being excellent)	4.7	4.8

Outreach and Education

Here are some highlights from our published commentaries:

- Canada’s World is Too Round, Ottawa Citizen, May 2014
- Business ‘beginners’ should stay out of developing countries: study, Commentary, the Globe and Mail, February 2014
- Are small firms ready for the world?, Ottawa Citizen, November 2013
- Global Intentions, Op-Ed, Canadian International Council, November 2013
- Opinion: Canada’s export economy hobbled by issues at home ,Vancouver Sun, October 2013
- Seeing the Forest for the Trees in the Canada-EU Deal, Closing the Canada-EU Deal
- Canada Needs You! How Alberta recruits U.S. workers to plug skills gaps , Canadian International Council, October 2013
- Opportunity in Southeast Asia, Canadian International Council, August 2013
- Setting the Odds on a Canada-EU Deal, CBOC, July 2013, Canadian International Council, IPolitics blog
- Atlantic Canada’s Overseas Playground?, Herald’s Opinions, June 2013

Overall, Centre reports were covered in 149 media stories with a reach of over 20 million impressions. This was significantly higher than the previous year (128 stories and 8.7 million impressions). “Competing Globally: Canada’s Hidden Export Gems” was the most covered report in the major media outlets (Globe and Mail, Toronto Star, and National Post and the Sun Media newspapers).

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.

Looking Forward

Upcoming research and meetings will focus preparing for free trade with the EU, strategies for success in emerging and traditional markets, and opportunities for Canadian companies in global markets. Members are encouraged to contact us with any relevant research and suggestions for speakers.

Upcoming Research

1. Preparing for free trade with the European Union (series)
 - a. Across the Sea with CETA: What New Labour Mobility Might Mean for Canadian Business (Published July 2014)
 - b. Deal or no Deal: What strategies have meant success for Canadian companies in the EU? (Summer 2014)
2. Selling Beyond the U.S.: Do Recent Immigrants Advance Canada’s Export Agenda? (Published June 2014)
3. “Sweet Spots” for Canadian Businesses in Mexico (August 2014)
4. Import-export interactive forecast product – by major commodity and major market to 2018 [funded outside GCC, free to members] (August 2014)
5. What is the impact of forecasted trade expansion on Canada’s infrastructure? This piece forecasts future trade in shipping volumes to highlight potential gaps in transport infrastructure (Fall/Winter 2014)
6. What should Canada’s future global commerce policy look like? (2015)

Meetings Program:

November 5-6, 2014 Members Meeting: Raising the Game with Asia, Vancouver
Co-host: British Columbia Ministry of International Trade

Going forward, we plan to provide webinars on a regular basis to disseminate the key findings of Centre publications. These webinars will continue to be available to members as part of their membership fee. Thus far in this year the following have been scheduled:

June 25/14	How to Survive and Thrive in Emerging Markets
July 16/14	Canada’s Hidden Export Gems
August 14/14	Snapshot of Canada’s Immigrant Exporter Experience

Member Organizations

Champion Level

Export Development Canada
Foreign Affairs, Trade and Development Canada
Halifax Port Authority

Lead Level

British Columbia Ministry of International Trade
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, Employment and Infrastructure
Scotiabank
Transport Canada

Partner Level

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

At Your Service!

Glen Hodgson, Executive Vice-President & Chief Economist	613-526-3280	hodgson@conferenceboard.ca
Louis Thériault, Executive Director, Health Initiatives	613-526-3280	theriault@conferenceboard.ca
Danielle Goldfarb, Associate Director	416-206-3413	goldfarb@conferenceboard.ca
Donna McLeod, Coordinator	613-526-3280	mcleod@conferenceboard.ca