



GLOBAL COMMERCE CENTRE

2014-2015 Annual Report

August, 2015

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 ninth year for the Global Commerce Centre. In brief, we published research on several themes including preparing for free trade with the European Union, Canada's trade opportunities in Asia, "sweet spots" in Mexico, trade by recent immigrants. We also developed an interactive trade forecast tool. In addition, several research projects were begun focused on services in global commerce, more research on free trade with Europe, and Canadian trade infrastructure.

Leaders and the public were 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. We continued to offer webinars to members as a benefit of membership.

We had two member meetings. The November 2014 meeting was held in Vancouver and focused on expanding our global commerce with Asia. Our May 2015 meeting focused on selling Canadian services and expertise to the world. We held open sessions on the first day of both meetings, where we invited the business and policy community to join us in a discussion on the meeting themes in order to expand the impact of our research to a broader audience. This year we added the Federal Economic Development Agency for Southern Ontario as a new member of the Global Commerce Centre.. 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 meeting in Ottawa where we will focus on "Preparing for the Next Trade Era". 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 or higher. Readers downloaded over 3,081 copies of Centre reports from the Conference Board's e-library during 2014-15.

- Trade with Asia (series)
 - Raising Our Game Across the Pacific: The Changing Nature of Canada's Trade with Asia, March 2015
 - Beyond Coal: Tomorrow's Fast-Growth Opportunities in Asia, March 2015
- What are Canadian business "sweet spots" in Mexico? October 2014
- Preparing for free trade with the European Union (series)
 - For Innovators Only: Canadian Companies' EU Export Experience ,December 2014
 - Across the Sea with CETA: What New Labour Mobility Might Mean for Canadian Business, July 2014
- Canadian Interactive Trade Forecast—2014 – by major commodity and major market to 2018 [funded outside GCC, free to members]
- Selling Beyond the U.S.: Do Recent Immigrants Advance Canada's Export Agenda, June 2014

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

- Preparing for free trade with the European Union (series)
 - Understanding the 4 Europes
- Canada's High Value Services Trade: Trends and Potential (series)
 - Spotlight on Canada's High-Value Services Trade
 - Adding Value to Goods: The Role of Services in Canada's Export Competitiveness:
- Keeping the Goods Flowing: Canadian Trade Infrastructure for a Prosperous Future

Meeting Presentation Highlights

November 5-6, 2014 "Raising Canada's Game with Asia"

- Open Session for members and invited guests from the Vancouver business and policy community
- Moderated Panel Session:
 - Global Economic Outlook and Canada's Opportunities in Asia – Glen Hodgson
 - Asian Literacy: Tactics and Tools in Engaging Asia for Economic Growth – Stewart Beck
 - International Financial Services and Tools: Facilitating growth in trade with Asia – Colin Hansen
- Preliminary Global Commerce Centre Research:
 - Setting the Scene: Canada's Changing Trade with Asia – Jacqueline Palladini
 - What is the impact of trade expansion with Asia on Canada's infrastructure? – Vijay Gill
- BC Business – Overcoming Challenges in Meeting the Asian Demand – Alistair Johnston and David Geen
- Best Practices from Other Jurisdictions – Clark Roberts

- What are Canada's Competitive Advantages in Asia? – Andre Downs

May 6-7, 2015 “Selling Canada’s Expertise and Services to the World”

- Special Session for members and invited guests from the business and policy community
- Setting the scene: Global Outlook and Evolution of Trade in Services – Glen Hodgson
- Moderated Business Panel: Selling High Value Services Globally – Chris Donnelly, Iain Klugman, Pierre Sein Pyun
- Moderated Panel: Adding Value to Manufacturing and Resource Trade – Paul Boothe, Philip Jennings, Ross Hornby
- Canada’s Services Trade – Jacqueline Palladini
- Keeping up with International Business Model: The Changing Role of Foreign Affiliates – Dan Koldyk
- The International Footprint of Canada’s Financial Services Sector – Michael Burt
- What Makes Canadian Companies Globally Successful? – Danielle Goldfarb
- Moderated Panel: Policy, Research, and Business Tools: What’s Working, Where to From Here? – Ailish Campbell, Shendrea Melia, Stephen Cryne, Marc Rioux

Webinars:

- [Spotlight on High-Value Services: Canada's Hidden Export Strength](#), Webinar, May 26th, 2015
- [Canada's Trade With Asia: Looking Beyond Resources](#), Webinar, April 9th, 2015
- [The Four Faces of Europe: How to Make the most of the EU Trade Agreement](#), Webinar, January 28th, 2015
- [A snapshot of Canada's Immigrant Exporters](#), Webinar, August 2014
- [Canada's Hidden Export Gems](#), Webinar, July 2104
- [How to Survive and Thrive in Emerging Markets](#), Webinar, June 2014

Member Interaction

Our thanks go out to the British Columbia Ministry of International Trade and The Canadian Council of Chief Executives 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 5 & 6, 2014 “Raising Canada’s Game with Asia”, Vancouver	May 6 & 7, 2015 “Selling Canada’s Expertise and Services to the World”, Toronto
Attendance	23	26
Satisfaction Scores (1- 5 with 5 being excellent)	4.6	4.4

Outreach and Education

Here are some highlights from our published commentaries:

- [Services Exports: Canada’s Quiet Growth Engine](#), Globe and Mail, May 2015
- [Canada Has What India Needs](#), Open Canada, April 2015
- [The services industry: Canada’s secret economic playground?](#), Maclean’s, April 2015
- [Canada too focused on selling resources to Asia](#), Vancouver Sun, March 2015
- [Services exports are a cure for the ‘declining oil’ blues](#), Maclean’s, March 2015
- [Canada’s big opportunity in China is services, not just resources](#), Canadian Business Magazine, March 2015

- [“Canada and Mexico Can Sweeten a Sour Relationship”](#)
 - [Watch](#) Danielle Goldfarb discuss “Sweet Spots” for Canadian Businesses in Mexico
 - [View graphic](#) of the industries that fall in the “sweet spot”
- [Five trade trends for 2015 and how Canada can take advantage of them](#), Ottawa Citizen, January 1, 2015
- [The Time is Right for a Carbon Tax That Works](#), Globe and Mail, January 1, 2015
- [Wanted for Canada-EU Trade](#), September 2014
- [Reaction to Burger King’s Acquisition of Tim Hortons](#), September 2014
- [Canadian Firms Will Get From CETA What They Put Into It](#), August 2014
- [Time is Running out for a Canadian Energy Delivery Strategy](#), July 2014
- [Immigrants Strengthen Canada’s Exports](#), July 30, 2014
- [Russian Adventurism just Solidifying its Economic Mediocrity](#), July 16, 2014
- [Canada’s Hidden Export Gems](#), July 9, 2014

Overall, Centre reports were covered in 73 media stories with a reach of over 20 million impressions. “Selling Beyond the U.S.: Do Recent Immigrants Advance Canada’s Export Agenda?” 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, Canada’s services trade, trade infrastructure, and preparing for new global realities. Members are encouraged to contact us with any relevant research and suggestions for speakers.

Upcoming Research

- Preparing for free trade with the European Union (series)
 - Export Gains from Tariff Elimination Under CETA
 - Understanding the 4 Europes
- Canada’s High Value Services Trade: Trends and Potential (series)
 - Spotlight on Canada’s High-Value Services Trade
 - Adding Value to Goods: The Role of Services in Canada’s Export Competitiveness:
 - The Future of Canada’s Services Abroad
- Interactive Trade Forecast, update and extension to 2019
- Keeping the Goods Flowing: Canadian Trade Infrastructure for a Prosperous Future
- Which industries are best prepared to respond to the new export era (low dollar, US rebound)?
- What should Canada’s future global commerce policy look like?

Meetings Program:

November 19-20, 2015 Members Meeting: Preparing for the Next Trade Era, Ottawa

Co-host: Transport Canada

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.

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
Federal Economic Development Agency for Southern Ontario
Industry Canada
Ministère des Relations Internationales, de la Francophonie et du Commerce Extérieur
Natural Resources Canada
Ontario Ministry of Economic Development, Employment and Infrastructure
Scotiabank
Transport Canada

Partner Level

Canadian Commercial Corporation
Canadian Council of Chief Executives
Nova Scotia Business Inc.
Saint Mary's University
Western Economic Diversification Canada

At Your Service!

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