



# GLOBAL COMMERCE CENTRE

## 2016-2017 Annual Report

August, 2017

*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 eleventh anniversary of the Global Commerce Centre! This year, we published research on several themes including NAFTA, green trade, succeeding in U.S. markets, opportunities in fast-growth global markets and Canada's high value services trade. We also updated the interactive trade forecast tool. In addition, we began research projects focused on defining the opportunity for Canadian green trade and value chains as well as inclusive globalization.

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 2016 meeting was held in Ottawa with the theme, *China's new normal: what does it mean for Canada?* Our May 2017 meeting was held in Ottawa and focused on Canada's clean trade: clean tech and the low

carbon economy. This year we added Agriculture and Agri-Food Canada, and Maersk Line as new members of the Global Commerce Centre. We will be welcoming some new Centre members 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 “Developing a Progressive Trade Agenda for Canada.” 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*  
*Director, Global Commerce Centre*

## **Member Benefits Research**

### **Program**

The Centre produced the following reports and briefs this past year. Readers on the Conference Board E-Library gave our reports an average rating of over 4.3 out of 5. Readers downloaded over 2,500 copies of Centre reports from the Conference Board’s e-library during 2016-17.

#### **NAFTA 2.0**

- [Five Key Objectives for Canada Ahead of NAFTA Renegotiation](#)
- [NAFTA 2.0 and Canada: Upgrading a 20th Century Deal for a 21st Century World](#)

#### **Green Trade**

- [Clean Trade: Canada’s Global Opportunities in Climate-Friendly Technologies](#)

#### **The Next Trade Era: Succeeding in U.S. Markets**

- [Succeeding in the Age of Trump: Refocusing Canada’s International Trade Priorities](#), briefing, Apr 2017
- [Taking Advantage of the U.S. Economic Rebound](#), report funded by HSBC
- [Canada’s New Trade and Technology Paradigm: Finding the Right Policy Mix](#)

#### **Opportunities in Fast-Growth Global Markets**

- [Shifting Chinese Demand](#)

- [Chinese Demand: What's Growing and Open to Canadian Companies](#)
- [Responding to Chinese Demand: Canadian Industries' Competitiveness and Capacity](#)
- [What Will Canada's Trade Look Like in 2020?](#)
- [Canada's Most Important Future Global Markets](#)

## Meeting Presentation Highlights

### November 2, 2016 "China's New Normal: What Does It Mean for Canada?"

- The Canadian and Global Outlook – Craig Alexander, Senior VP and Chief Economist, The Conference Board of Canada
- Chinese demand: Sweet Spots for Canadian Industries – Julie Ades, Senior Economist, Global Commerce Centre
- SME export success strategies: findings from a survey of 1,000 Canadian businesses – Tom Corner, Economist, Business Development Bank of Canada
- Moderated Panel Session: China Strategy
  - Moderator: Todd Evans, Principal, EDC Economics, Export Development Canada
  - Canada's Renminbi Hub: Gregory Chin, Associate Professor, Department of Political Science, and Faculty of Graduate Studies, York University
  - Canada's China Strategy: Sarah Taylor, Director-General North Asia and Oceania, Global Affairs Canada
  - Andrew Skinner, Head of Global Trade and Receivables Finance, HSBC Bank of Canada
- Luncheon speaker: Benoit Daignault, President and Chief Executive Officer, Export Development Canada
- Moderated Business Panel - Canadian Companies in China
  - Moderator: Barrie McKenna, National Business Correspondent, The Globe and Mail
  - Nicholas Parker, Managing Partner and Co-Founder, Global Acceleration Partners
  - Terry Luo, Chief Executive Officer, Meridian
  - Sarah Kutulakos, Executive Director, Canada China Business Council
- Next Year's Plan for the Global Commerce Centre, Update on the current plan and potential new products. Advisory Group Discussion: Breaking out of the Box: Where should we go in 2017?
- Networking reception

### May 1-2, 2016 "Canada's Clean Trade: Clean Tech and the Low Carbon Economy"

#### Networking Dinner May 1, 2017

- NAFTA, Kristelle Audet, Senior Economist, The Conference Board of Canada
- Inclusive Globalization, Jacque Palladini, Senior Economist, Global Commerce Centre
- Low Carbon Growth Initiative, Glen Hodgson, Senior Fellow, The Conference Board of Canada

#### Members Meeting May 2, 2017

- Economic and Social Impacts from the Transition to a Low Carbon Economy: Craig Alexander, Senior Vice-President and Chief Economist, The Conference Board of Canada
  - Maintaining Competitiveness at Home and Abroad: Chris Ragan, Chair, Ecofiscal Commission
  - The Global Clean Trade Opportunity for Canada: Jacqueline Palladini, Global Commerce Centre
  - Innovation: Frank Des Rosiers, Assistant Deputy Minister, Natural Resources Canada
  - International Business Development and Market Access: Cameron MacKay, Director General, Trade Sectors, Global Affairs Canada
  - Luncheon presentation, Financing and venture capital: Tom Rand, Managing partner, ARCTERN VENTURES
  - Moderated Panel discussion: Taking advantage of international business opportunities and Clean tech, low carbon, clean trade companies' experiences, challenges/gaps and opportunities
    - Moderator: Ziyad Rahme, Vice-President, Investments, Sustainable Development Technology Canada
    - Denis Leclerc, President and CEO, Chair, Canada Cleantech, Écotech Québec
    - Jim Dickson, Director of Global Automotive Strategy, Rio Tinto
    - Marie-Hélène Labrie, Senior Vice President, Government Affairs and Communications, Enerkem
  - Green Trade Research: Glen Hodgson, Senior Fellow, The Conference Board of Canada
  - Interactive discussion, where should the clean trade research plan go from here? and Looking out five to ten years, what actions does Canada need to take to be successful?
- Breakout Sessions:
- Innovation: Christopher Johnstone, Senior Director, Innovation, Science and Economic Development Canada
  - International Business Development and Market Access: Jean-Philippe Linteau, Director (cleantech, infrastructure, life sciences), Global Affairs Canada
  - Financing: Geoff Cape, CEO, Evergreen

#### Webinars:

- [Trade Trends in 2017: Challenges and Opportunities for Canada's Trade Relationships](#)
- [The Dragon's Fire: Hot Sectors in China's Economy for Canadian Businesses](#)

#### Member Interaction

Our thanks go out to Export Development Canada and Natural Resources Canada for graciously co-hosting our November and May events respectively.

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

	<b>November 2, 2016 “China's New Normal: What Does It Mean for Canada?”, Ottawa</b>	<b>May 1 &amp; 2, 2017 “Canada’s Clean Trade: Clean Tech and the Low Carbon Economy”, Ottawa</b>
<b>Attendance</b>	44	41
<b>Satisfaction Scores (1- 5 with 5 being excellent)</b>	4.7	4.38

## Outreach and Education

Here are some highlights from our published commentaries:

- [How to manage diverging Canada-U.S. climate-change ambitions](#), The Globe and Mail, May 2017
- [How to craft a successful trade policy in the age of Trump](#), The Globe and Mail, Apr 2017
- [A low-carbon Canadian economy: How to get there](#), The Globe and Mail, Apr 2017
- [Canada’s agri-food sector is growing, but supply-managed sectors are lagging behind](#), The Globe and Mail, Mar 2017
- [What is Canada’s economic game plan with China?](#), The Globe and Mail, February 2017
- [Reopening NAFTA could give Canada access to services sector](#), The Globe and Mail, February 2017
- [Canada’s Openness Advantage in the Age of Trump](#), The Globe and Mail, December 2016
- [What Canada’s trade strategy should look like under Trump](#), Maclean’s, December 2016
- [TPP is dead, so what is Canada’s Plan B for trade?](#), The Globe and Mail, November 2016
- [Will the Canadian Economy Get Trumped?](#), November 2016
- [Canada and South Korea must step up if free-trade agreement is to flourish](#), The Globe and Mail, November 2016
- [Defining Canada’s place in an era of digital globalization](#), The Globe and Mail, November 2016
- [Behind CETA’s headlines: What Canadians need to know about the deal and what’s at stake](#), The National Post, October 2016
- [Deal reached to back EU-Canada free trade deal](#), Interview, CTV News, October 2016
- [CETA talks fall apart amid last-ditch effort to save trade deal](#), Interview, Global News, October 2016
- [The BRICs Have Cracked](#), The Globe and Mail, October 2016
- [The end of globalization? Not so fast](#), The Globe and Mail, September 2016
- [Brexit will affect Canada’s trade with Britain but how?](#), The Globe and Mail, August 2016
- [Canada’s new thinking must focus on technology, talent and trade](#), The Globe and Mail, July 2016
- [Closer economic ties to Mexico, U.S. needed to fuel growth in Canada](#), The Globe and Mail, June 2016

Overall, Centre reports were covered in 496 media stories with a reach of over 200 million impressions. This doubles the media coverage from the previous year. “*Stronger Ties: CETA Tariff Elimination and the Impact on Canadian Exports*” was the most covered report in the major media outlets.

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. Craig Alexander, the Conference Board’s Senior 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 on NAFTA, green trade, inclusive globalization and other themes raised by members. Members are encouraged to contact us with any relevant research and suggestions for speakers.

## Recent and Upcoming Research and Events

### 1. NAFTA 2.0

- [Five Key Objectives for Canada Ahead of NAFTA Renegotiation](#), press release, June 2017
- [NAFTA 2.0 and Canada: Upgrading a 20th Century Deal for a 21st Century World](#), report, June 2017
- [NAFTA 2.0 and Canada](#), webinar, June, 2017
- [NAFTA 2.0](#), website

### 2. Green Trade

- [Clean Trade: Canada’s Global Opportunities in Climate-Friendly Technologies](#), briefing, July 2017
- [Canadian Green Trade and Value Chains: Defining the Opportunity](#), briefing, August 2017
- [Canada’s provincial clean trade strengths](#), interactive website, July 2017
- [Climate-Friendly Goods and Services: Opportunity Knocks for Canadian Companies](#), webinar, September 27, 2017.

### 3. Inclusive Globalization Series

- The Rising Tide: Can Trade Lift All Boats?, briefing, forthcoming 2017
- Globalization’s impacts: addressing labour force disenchantment and inclusivity, report(s), forthcoming 2017-18
- Inclusive globalization: ensuring marginalized groups such as women and immigrants reap benefits of trade, report(s), forthcoming 2017-18

### 4. Canadian Interactive Trade Forecast—2017 (imports and exports by major market and commodity), website and report, forthcoming Fall 2017

## Meetings Program:

November 22-23, 2017, Members Meeting: Developing a Progressive Trade Agenda for Canada Co-Host: Global Affairs Canada

Spring 2018, Members Meeting: Topic and Co-Host to be determined.

## **Member Organizations:**

### **Champion Level**

Export Development Canada  
Global Affairs Canada

### **Lead Level**

Atlantic Canada Opportunities Agency  
British Columbia Ministry of International Trade  
Business Development Bank of Canada  
Canada Economic Development for Quebec Regions  
Federal Economic Development Agency for Southern Ontario  
Innovation, Science and Economic Development Canada  
Ministère de l'Économie, de la Science et de l'Innovation  
Ontario Ministry of Economic Development, Employment and Infrastructure  
Transport Canada

### **Partner Level**

Agriculture and Agri-Food Canada  
Bank of Canada  
Business Council of  
Canada  
Maersk Line  
Nova Scotia Business Inc.

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