



GLOBAL COMMERCE CENTRE

2017-2018 Annual Report

August 2018

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 year, we published research on several themes including NAFTA, Canadian green trade, value chains and inclusive globalization. We also updated the interactive trade forecast tool and published a briefing explaining the future of Canada's trade by main trading partners over the next 5 years. In addition, we began research projects focused on Foreign Direct Investment.

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. GCC research has also been actively discussed on social media. We continued to offer webinars to members as a benefit of membership.

We co-hosted two GCC meetings. The November 2017 meeting was held in Ottawa with the theme "Developing a Progressive Trade Agenda for Canada". Our May 2017 meeting was held in Montreal and focused on FDI: Strengthening Canada's Regions & Innovation Ecosystem.

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 “*Digital Technologies: Implications for Trade and Transportation.*” 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.

Michael Burt

Executive Director, Global, Industrial and Education Economics

Member Benefits Research Program

GCC Reports and Briefings

The Centre produced the following reports and briefings this past year. Readers on the Conference Board E-Library gave our reports an average rating of over 4.2 out of 5. Readers downloaded over 1945 copies of Centre reports from the Conference Board’s e-library during 2017-18.

Inclusive Trade

- [Enhancing Success: Canada’s Immigrant Entrepreneurs and International Trade](#)
- [Who Has Been Left Out of Trade’s Benefits?](#)
- [Toward More Inclusive Trade for Canada](#)

Green Trade

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

Opportunities in Fast-Growth Global Market

- [What Will Canada’s Trade Look Like in 2022? Canada’s Export and Import Forecast, by Main Trading Partners](#)
- [Canadian Interactive Trade Forecast—2018](#)

2017-2018 GCC Members Meetings: Presentation Highlights

Developing a Progressive Trade Agenda for Canada

November 22 - 23, 2017

Networking Dinner November 22, 2017

- Speaker - Jonathan Fried, Coordinator, International Economic Relations, Global Affairs Canada

Members Meeting November 23, 2017

- The Canadian and Global Outlook – Craig Alexander, Senior VP and Chief Economist, The Conference Board of Canada
- State of Trade – Marie-France Paquet, Director General, Chief Economist, Global Affairs Canada

- Economic Origins of Concerns over Trade and Globalization, Aaron Sydor, Acting Director, Trade and Economic Analysis, Global Affairs Canada
- Progressive Trade in Practice: The Latest Thinking – Moderated Panel
 - Moderator: Glen Hodgson, Senior Fellow, The Conference Board of Canada
 - Inclusive Globalization: Can the Rising Tides Lift All Boats?, Jacqueline Palladini, Principal Economist, Global Commerce Centre
 - Global Affairs’ progressive trade policy, David Usher, Director General, Trade Negotiations, Global Affairs Canada
 - Will the progressive trade agenda succeed with NAFTA and China?, Robert Wolfe, Professor Emeritus, Queens University
- A Closer Look at the Gender Perspective in Trade Agreements, Alexandre Larouche-Maltais, Senior Trade Expert, The Conference Board of Canada and Barbara Maclaren, Senior Gender Equality Expert, The Conference Board of Canada
- Progressive Trade on the Ground – Panel Discussion
 - Moderator, Don Stephenson, Chief Trade Negotiator for India, Global Affairs Canada
 - Susan Baka, Vice President, Communications, Organization of Women in International Trade (OWIT), President, Bay Communications & Marketing
 - Tamaïka Jumelle, Program Manager, Trade Acceleration Programs, Export Development Canada
 - Max Skudra, Director, Research and Government Relations, Canadian Council for Aboriginal Business (CCAB)
- GCC Future Research Planning Session, Kristelle Audet, Associate Director, Global Commerce Centre

FDI: Strengthening Canada’s Regions & Innovation Ecosystem” May 2-3, 2018

Networking Dinner May 2, 2018

- Speaker – Marie-France Paquet, Chief Economist, Global Affairs Canada

Members Meeting May 3, 2017

- The Macroeconomic Context
 - World & Canadian Outlook and The Changing Global FDI landscape, Craig Alexander, Chief Economist and Senior Vice-President, The Conference Board of Canada
 - Recent Development in FDI in Canada, Marie-France Paquet, Chief Economist, Global Affairs Canada
- Regional Economic Impact of FDI Projects in Toronto, Toby Lennox, President and CEO, Toronto Global
- FDI in the Quebec Context — Learning from the Ecosystem’s Key Players
 - Moderator, Marie-Chantal Girard, Vice-President, Policy & Communications, Canada Economic Development for Quebec Regions
 - Éric Dequenne, Vice President, International Affairs, Investissement Québec
 - Hubert Bolduc, President and CEO, Montréal International
 - Carl Viel, President and CEO, Québec International
 - Richard Chénier, Director General, Centech Montreal (Tech Incubator at École Technologie Supérieure)
- FDI and Regional Economic Development - Case Studies
 - Moderator, Michael Burt, Director, Industrial Economic Trends, The Conference Board of

- Canada
 - Case Study 1: Kelowna, B.C, Raghwa Gopal, CEO, Accelerate Okanagan
 - Case Study 2: Saguenay, Quebec, Keyven Ferland, President, La Web Shop
 - Case Study 3: Saint-Lawrence, Newfoundland, Paul Pike, Mayor, Town of Saint-Lawrence
- Multinationals and SMEs Perspective on FDI and CDIA
 - Moderator, Glen Hodgson, Senior Fellow, The Conference Board of Canada
 - Francis Baillet, Vice President, Corporate Affairs, Ubisoft
 - Charles Deguire, President & CEO, Kinova
 - Michel Leblanc, President & CEO, Chambre de commerce du Montréal métropolitain
 - Frédéric Laurin, Professor of Economics & Researcher, Institut de recherche sur les PME, Université du Québec à Trois-Rivières

Webinars:

- [NAFTA 2.0 and Canada](#), June 13, 2017
- [An American Perspective on NAFTA’s Past, Present, and Future](#), August 31, 2017
- [Canadian Outlook with the Chief Economist: Keeping the Momentum Going](#), September 20, 2017
- [Climate-Friendly Goods and Services: Opportunity Knocks for Canadian Companies](#), September 27, 2017
- [The NAFTA Disconnect: Actual Costs and Benefits Versus Popular Perceptions](#), October 10, 2017
- [Canadian Outlook with the Chief Economist: A Slowdown in Store](#), December 18, 2017
- [Sour Milk? Dairy Supply Management and Implications for NAFTA Negotiations](#), January 23, 2018
- [Europe’s New Wave: The Threats and Pressures from Nationalist and Populist Movements on Europe’s Future](#), February 15, 2018
- [After NAFTA: The Potential Economic Impact for Canada](#), March 8, 2018
- [Canadian Outlook with the Chief Economist: Tough Decisions Come Due in 2018](#), March 28, 2018
- [NAFTA 2.0 & Mexico: Political Context and Implications for the NAFTA Renegotiations](#), May 10, 2018

Members Interaction

Our thanks go out to Global Affairs Canada and Canada Economic Development for Quebec Regions for graciously co-hosting our November and May events respectively.

Table 1 below indicates the high level of member participation and the very high degree of satisfaction with our meetings program last year.

Table 1: Member Participation and Degree of Satisfaction with the GCC Meeting Programs

	November 22-23, 2017 “Developing a Progressive Trade Agenda for Canada”, Ottawa	May 2 & 3, 2018 “FDI: Strengthening Canada’s Regions & Innovation Ecosystem”, Montreal
Attendance	47	42

Satisfaction Scores (1- 5 with 5 being excellent)	4.69	4.4
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Source: The Conference Board of Canada.

Outreach and Education

Here are some highlights from our published commentaries:

- [Helping China may be Canada’s best bet to cut global emissions](#)
Originally published on The Globe and Mail, April 2018
- [Why we can’t afford to ignore China’s key economic advantages](#)
Originally published on The Globe and Mail, March 2018
- [Five principles for a Canadian response to U.S. tariffs](#)
Originally published on The Globe and Mail, March 2018
- [Four ways Canada can own the artificial intelligence century](#)
Originally published on Macleans.ca, February 2018
- [NAFTA Termination? Canada’s Proactive Strategy](#)
Blog, January 2018
- [Time to hit reset on Canadian trade negotiations with Asia](#)
Originally published in The Globe and Mail, December 2017
- [The cost of pollution is much higher than we think](#)
Originally published in The Globe and Mail, December 2017
- [The right policy responses to the forces of disruption](#)
Originally published in The Globe and Mail, November 2017
- [Gender equality is a welcome addition to trade agreements](#)
Originally published in The Globe and Mail, November 2017
- [Low-carbon economy will not be made by policy alone](#)
Originally published in The Globe and Mail, November
- [What could disrupt the global economy’s growth path?](#)
Originally published in The Globe and Mail, October 2017
- [Why NAFTA renegotiations need to tackle the digital economy](#)
Originally published on Macleans.ca, August 2017
- [The consequences of Trump disruption are becoming clearer](#)
Originally published in The Globe and Mail, July 2017
- [What ever happened to the Trump growth takeoff](#)
Originally published in The Globe and Mail, July 2017

Overall, GCC reports were covered in 276 media stories with a reach of over 79 million impressions. “*Clean Trade: Global Opportunities in Climate-Friendly Technologies*” and “*NAFTA 2.0 and Canada: Upgrading a 20th Century Deal for a 21st Century World*” were the most covered reports in the major media outlets.

The Centre also regularly sends papers to outside researchers, business leaders, and policy makers for review. Centre staff consult regularly with public and private sector members, as well as researchers, business leaders, and policy makers. Senior staff also regularly discuss Centre findings in dozens of annual presentations across the country.

Looking Forward

Upcoming research and meetings will focus on FDI, digital trade and other themes raised by members. Members are encouraged to contact us with any relevant research and suggestions for speakers.

Recent and Upcoming Research

1. NAFTA 2.0
 - [The Three-Dimensional International Trade War: Strategic Positioning for Canada in WTO, NAFTA, and Bilateral Battles](#) (October 18, 2018 at 2:00 PM EDT, Live webinar)
 - [What are the benefits of international trade for Canada and the world?](#) (video, June 2018)
 - [Infographic](#) (June 2018)
 - Making Gender-Responsive Free Trade Agreements (report, Fall 2018)
2. FDI
 - FDI: The Changing Global Landscape and Implications for Canada (Infographics, Fall 2018)
 - FDI: Is Canada’s Losing its Attractiveness? (briefing, Fall 2018)

Meetings Program:

November 20, 2018, Members Meeting: “*Digital Technologies: Implications for Trade and Transportation*” Co-Host: Transport Canada

Spring 2019, 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 Jobs, Trade and Technology
Business Development Bank of Canada
Canada Economic Development for Quebec Regions
Canadian Heritage
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
Maersk Line
Nova Scotia Business Inc.

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