

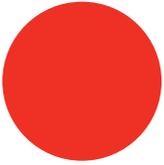
Global Commerce Centre



The success of Canada's trade sector is critical to our economic growth and regional development. With global protectionism rising and the structure of the global economy undergoing significant shifts, the global trade context is an increasingly challenging environment in which to operate.

The Global Commerce Centre (GCC) is a collaborative research initiative developed by The Conference Board of Canada. It brings together senior leaders from the public and private sectors to pool resources and develop a research agenda that addresses global trade, investment, and economic development policy issues.

Through the GCC, the Conference Board analyzes emerging global shifts, identifies the challenges and tools to overcome them, and explores trade and growth opportunities. It creates original, innovative, and evidence-based research, hosts meetings and offers information-sharing and networking opportunities for its stakeholders and participants.



The Conference Board of Canada launched the Global Commerce Centre in 2006. It has since grown into a respected voice and trusted convener, providing a space for constructive dialogue on the issues confronting Canadian businesses' participation in the global market, and on how to support Canada's economic growth and regional development.

Global Commerce Centre members have a vested interest in building a prosperous, healthy future for Canada's economy and Canadian businesses. Members and invited guests meet virtually on a regular basis and/or behind closed doors twice a year across Canada. At these meetings, they review project findings, plan future research, learn from experts, and network with peers.

Who should join the conversation?

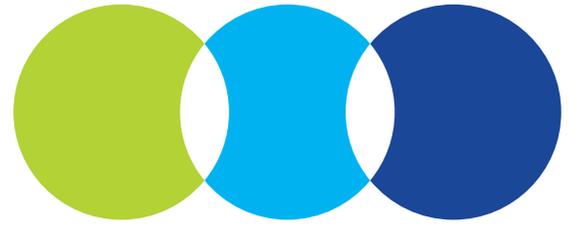
The Global Commerce Centre is for senior corporate, non-profit, public sector and development agency leaders and analysts.

Members are individuals who are responsible for developing and leveraging their organizations' global commerce mandates, or are interested in tracking emerging global shifts and learning about the tools and strategies to respond to resulting challenges and opportunities.

Members' focus may include international business strategies and operations, trade and investment analysis and promotion, labour force issues, economic growth and development, and global commerce policy and regulations development.

Membership benefits

- Be part of a Canadian research centre devoted to global economic shifts, trade, and investment—and keep your finger on the pulse of key developments and conversations.
- Pool your organization's investment with the other members of the Centre to obtain a greater return than you would on your own.
- Help define the GCC's research agenda by providing input on your priorities during research planning discussions.
- Participate in exclusive in-person or online forums to gain access to leading-edge information on global trends, emerging shifts, and best practices presented by experts from the business and public sectors, the academic community, and your peers.
- Receive and review research and key findings of global commerce publications before they are officially released.
- Gain knowledge of Canada's trade outlook with its main trading partners via exclusive access and use of the online Canadian Interactive Trade Forecast product, as well as free access to the trade forecast report.
- Stay engaged between meetings through webinars on key global trends, promising opportunities, and related public policies rooted in evidence-based research. This includes free access to the Chief Economist's global and Canadian economic forecast webinars.



Exclusive benefits for Champion and Lead members

- Champion and Lead members form the Advisory Group for the Centre.
- Members with these higher levels of financial involvement have individual meetings with the Chief Economist and GCC economists and researchers, and play a key role in shaping the Centre's research agenda and meeting themes.
- Members at these levels benefit from visibility on the Centre's website and publications as key supporters of evidence-based research.
- Champion members can request in-person presentations on GCC research and economic forecasts.

Research highlights

Since its inception in 2006, the Centre has published more than 70 innovative reports, which are widely read by business leaders and government officials.

Using a variety of channels—including media, published reports, commentaries, blogs, webinars, infographics, and in-person presentations—the GCC informs policy-makers, business leaders, and the public about what changes in the global environment will mean for Canadian business and government strategies.

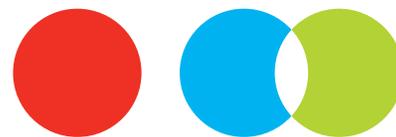
We draw on the Conference Board's established capacity in economic analysis to provide evidence-based tools and strategies for Canadian companies to succeed in global markets; and for governments to establish sound and effective public policies.

Some of our recent reports include:

- *Spotlight on Japan: Opportunities to Expand Canada's Trade in Asia* (December 2020)
- *Bringing Them Home: Reshoring Supply Chains Is Not a Panacea* (October 2020)
- *COVID-19 Global Supply Chain Disruptions: A Catalyst for Long-Term Changes?* (April 2020)
- *From NAFTA to CUSMA: The Changes, the Additions, and What Remains* (June 2019)
- *Artificial Intelligence and the Global Trade Environment: Strategic Foresight* (November 2019)
- *Making Gender-Responsive Free Trade Agreements | Des accords de libre-échange tenant compte de l'égalité des genres* (January 2019)
- *Le Québec et l'Afrique : Un partenariat à développer | Quebec and Africa: Building a Commercial Partnership* (January 2019)

“The Centre fosters engagement between public and private sectors, informed by excellent research, to address challenges and grow Canada's global footprint.”

Dr. Ailish Campbell, Assistant Deputy Minister and Chief Trade Commissioner, Global Affairs Canada



GCC events

The Global Commerce Centre’s participants meet in person or virtually twice a year—and attend webinars throughout the year—to learn about and discuss emerging global shifts and their implications for Canada, international commerce strategies for economic and export growth, and public policies to address global trade challenges. Recent and upcoming events include:

- “Exploring Trade Opportunities Amidst COVID-19, and Implications of Second Wave and U.S. Election for the Global and Canadian Economic Outlook” (Virtual business panel, November 2020)
- “Restructuring Global Trade Amidst the COVID-19 Pandemic: A Matrix of Challenges and Opportunities” (Webinar, October 2020)
- “Digital Technologies Amidst COVID-19: Improving Global Supply Chains’ Efficiency and Resiliency in the Face of Future Shocks” (Virtual business panel, September 2020)
- “Intangibles at the Heart of Global Value Chains and the COVID-19 Recovery” (Webinar, June 2020)

“The GCC provides insightful, evidence-based research on the most important global issues of our day.”

Peter Hall, Chief Economist, Export Development Canada

Member organizations

Agriculture and Agri-Food Canada
Atlantic Canada Opportunities Agency
Bank of Canada
Canada Economic Development for Quebec Regions
Canadian Heritage

Export Development Canada
Federal Economic Development Agency for Southern Ontario
Global Affairs Canada
Innovation, Science and Economic Development Canada

Ministère de l’Économie, de la Science et de l’Innovation, Gouvernement du Québec
Nova Scotia Business Inc.
Port de Montréal
Transport Canada

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