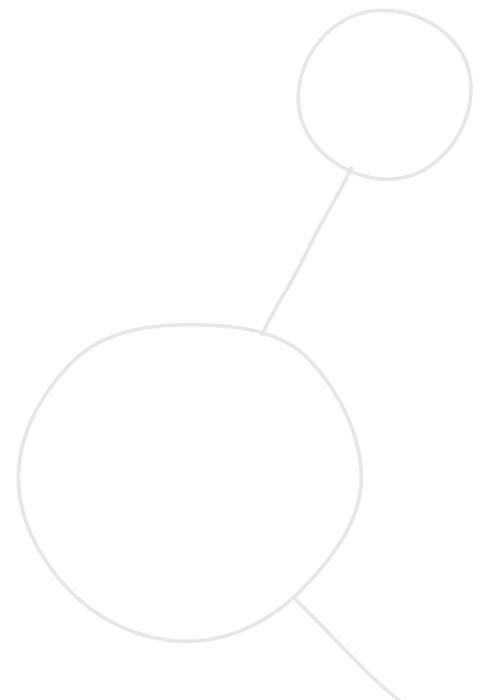


# Global Commerce Centre.



The Global Commerce Centre offers original, innovative, evidence-based research and strategies for leaders to seize priority global trade opportunities with confidence.



## Who Should Join

The Global Commerce Centre membership is geared to senior corporate, non-profit, and public sector leaders responsible for developing and leveraging their organizations' global commerce mandates. This includes international business strategies and operations, trade and investment analysis and promotion, labour force issues, and global commerce policy and regulations development.

## Benefits of Membership

- Exclusive in-person forum twice a year to network with government and business leaders and preview research on leading-edge global trends and solutions from a Canadian perspective. The option to attend the forum virtually is also available as part of the membership benefits.
- Previews of, and free access to, all global commerce research. (Our published reports reach a broad national audience.)
- Webinars on key global trends, promising opportunities, and related public policies, rooted in evidence-based research. This includes access to chief economist forecast webinars.
- Exclusive use of the online Canadian Interactive Trade Forecast product.

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

**Ailish Campbell**, General Director, Economic Development and Corporate Finance Branch, Finance Canada

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

**Peter Hall**, Chief Economist, Export Development Canada

## Exclusive Benefits for Champion and Lead Members

- Members with these higher levels of financial involvement play a key role in shaping the research and meeting agendas.
- Members involved at these levels benefit from visibility on the Centre's website and publications as key supporters of evidence-based research.

## Independence and Capacity

The Centre has published more than 70 innovative reports, which have been widely read by business leaders and government officials. We use a variety of channels (including media, published reports, commentaries, blogs, webinars, infographics, and in-person presentations) to inform policy-makers, business leaders, and the public about what changes in the global environment 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, effective, related public policies. The Centre makes recommendations for policy reform and strategies for success, based on sound analysis and independent evidence.



## Selected Themes

### Emerging Trends in Global Commerce

- Global, climate-friendly trade opportunities
- Which Canadian industries are best prepared to export to U.S. markets?
- Inclusive globalization: Addressing labour force disenchantment
- Trade in high-value services
- Canada's changing role in global value chains
- The most promising future markets for Canada, including opportunities in India, China, Mexico
- Canada's trade forecast

### Next Generation of Trade Deals

- Modernizing NAFTA: Opportunities for Canada
- Impact of Canada–EU trade deal (CETA)

### Success Strategies

- Effective Canadian business strategies in emerging markets and Europe
- Strategies for success for SMEs

“GCC’s regular webinars have provided great professional development for my staff.”

**Christine Little**, Assistant Deputy Minister,  
B.C. Ministry of International Trade

## Events

Business and public sector leaders meet twice a year in person, as well as online throughout the year, to learn and discuss successful global commerce strategies and public policies.

### Fall 2017

Meeting: Inclusive Globalization

### September 27, 2017

Webinar: Climate-Friendly Goods and Services: Opportunity Knocks for Canadian Companies

### June 13, 2017

Webinar: NAFTA 2.0

### May 2, 2017

Meeting: Ottawa ON, Canada's Clean Trade: Clean Tech and the Low-Carbon Economy

### March 8, 2017

Webinar: The Dragon's Fire: Hot Sectors in China's Economy for Canadian Businesses

### December 15, 2016

Webinar: Trade Trends in 2017: Challenges and Opportunities for Canada's Trade Relationships

### Fall 2016

Meeting: Ottawa ON, China's New Normal: What Does It Mean for Canada?

### May 5–6, 2016

Meeting: Toronto ON, The Future of Global Commerce

### March 9, 2016

Webinar: Global Competitive Advantage: How Canadian Companies can Achieve International Business Success

## Membership Levels

**Champion Members** play a central role in defining the research agendas and hosting member meetings. Champion Members have their organization's name listed on the website and in all publications, and can request free presentations of Centre research. The investment is \$50,000 annually for a three-year period.

**Lead Members** contribute suggestions to the research agenda, and may host member meetings. Lead Members have their organization's name

listed on the website and in all publications. The investment is \$25,000 annually for a three-year period.

**Partner Members** participate in member meetings and, along with all members, receive newly released publications prior to their public release. The investment is \$12,000 annually for a three-year period.

“The Interactive Trade Forecast resource exceeded my expectations and allowed me to draw on key trends for a presentation to Japanese business executives.”

**Guy Poirier**, Director, Ontario Ministry of Economic Development, Employment and Infrastructure

## Member Organizations

Agriculture and Agri-Food  
Canada

Atlantic Canada Opportunities  
Agency

Bank of Canada

British Columbia Ministry of  
International Trade

Business Council of Canada

Business Development Bank  
of Canada

Canada Economic  
Development for  
Quebec Regions

Export Development Canada

Federal Economic  
Development Agency for  
Southern Ontario

Global Affairs Canada

Innovation, Science and  
Economic Development  
Canada

Maersk Line

Ministère de l'Économie, de  
la Science et de l'Innovation

Nova Scotia Business Inc.

Transport Canada

Western Economic  
Diversification Canada

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[www.conferenceboard.ca/gcc](http://www.conferenceboard.ca/gcc)