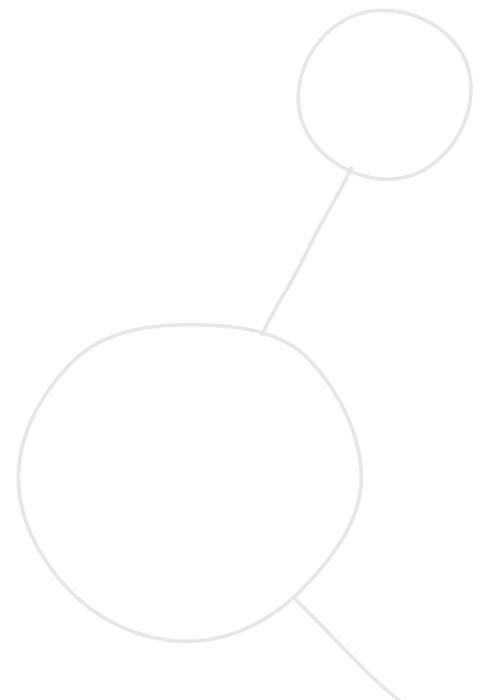


# Global Commerce Centre.



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.”

**Dr. Ailish Campbell**, Assistant Deputy Minister and Chief Trade Commissioner, Global Affairs 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. Small Business, Regulatory & Service  
Improvement Division

## 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.

### February 13, 2019

Webinar: [Canadian Outlook with the Chief Economist: Crude Dilemmas](#)

### December 11, 2018

Webinar: [Balance of Trade: Will the USMCA Reduce Canada-U.S. Trade Strains?](#)

### November 19–20, 2018

Meeting: Ottawa ON, [Digital Technologies: Implications for Trade and Transportation](#)

### November 19, 2018

Webinar: [Canadian Outlook 2019: Canada and the U.S. Are Not in Tune](#)

### November 8, 2018

Webinar: [What You Need to Know About the GDPR: A Practical Guide for Professionals](#)

### October 18, 2018

Webinar: [The Three-Dimensional International Trade War: Strategic Positioning for Canada in WTO, NAFTA, and Bilateral Battles](#)

### September 6, 2018

Webinar: [The Changing Nature of Clusters: Implications for Canada](#)

## 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.

## Member Organizations

Agriculture and Agri-Food  
Canada

Atlantic Canada Opportunities  
Agency

Bank of Canada

Ministry of Jobs, Trade and  
Technology

Business Development 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

Maersk Line

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

Nova Scotia Business Inc.

Ontario Ministry of Economic  
Development and Growth

Transport Canada

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