

FAST FACTS



Canada

Export Opportunities in Canada

In 2016, Canada ranked 1st among U.S. export destinations and 1st among Virginia export destinations. Some of the top opportunities for U.S. exporters in Canada include:

- » Renewable Energy
- » Automotive
- » Aerospace
- » Oil and Gas
- » Defense Products and Services
- » Safety and Security Equipment
- » Information & Communications Technology
- » Mining

Map of Canada



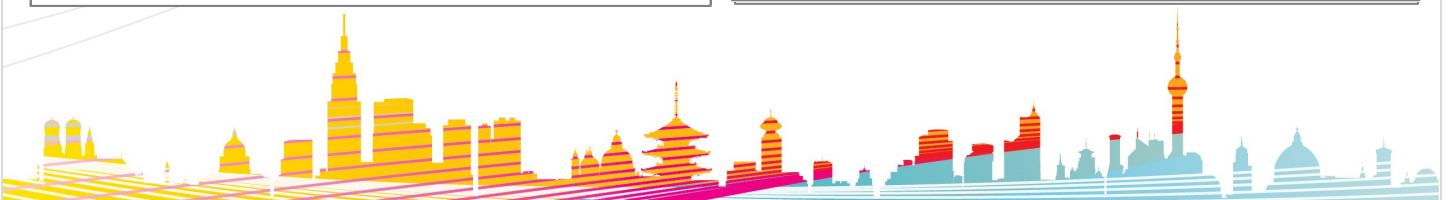
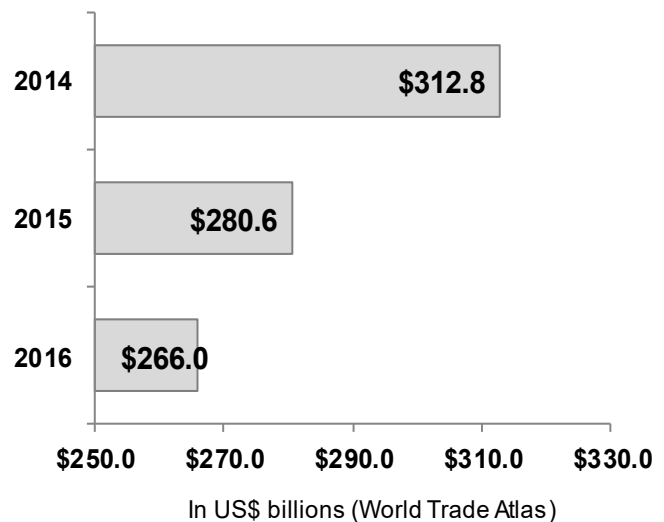
(U.S. Central Intelligence Agency)

Top Virginia Exports to Canada

Export Category	2016 Value	Change 2016/2015
All Commodity Chapters	\$2,878.3	-16%
Vehicles, Not Railway	\$ 579.8	-30%
Industrial Machinery	\$ 482.5	-9%
Paper & Paperboard	\$ 220.7	42%
Plastics	\$ 215.1	1%
Electrical Machinery	\$ 156.4	6%
Furniture	\$ 108.4	-7%
Printed Books	\$ 97.8	23%
Aluminum	\$ 71.7	-1%
Misc Edible Preparations	\$ 69.7	10%
Iron And Steel	\$ 66.3	-22%

In US\$ millions (World Trade Atlas)

U.S. Exports to Canada



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Opportunities in Canada for Exporters

Defense Products and Services

Canada's defense industry employs 26,000 direct and 37,000 indirect hires and generates US\$7.3B in annual sales, with 60% attributed to exports. The best prospects for U.S. defense product exporters in Canada include:

- » C4ISR capabilities
- » Synthetic training and simulation
- » Cyber security (Arctic/Maritime)
- » In-service support
- » Green aircraft technologies
- » Combat service support systems

Mining

Canada ranks among the top five countries in the global production of eleven major minerals and metals. It has one of the largest mining supply sectors globally, with more than 3,700 companies supplying engineering, geotechnical, environmental, financial, and other services. Canada's mining industry plans to invest US\$110.8 billion in projects over the next decade. Top prospects include:

- » Mining equipment replacement parts
- » Specialty mining
- » Exploration, drilling, and mine construction services
- » Environmental remediation services
- » Mining safety and security equipment

This information is adapted from the U.S. Commercial Service. [Click here for more export opportunities.](#)

Renewable Energy

Canada is a world leader in the production and use of energy from renewable resources, including solar, wind, hydro, biomass, and marine energy extraction - renewable energy currently generates 65% of Canada's total electricity generated. Most of Canada's clean energy policies are created and enforced at the provincial level. Wind and solar are the country's fastest - growing sources of electricity and reached more than 4.5% of total installed generating capacity. Top prospects for U.S. exports include:

- » Wind turbines and rotor blades
- » Gears and generators
- » Hydro energy turbines and equipment

Aerospace

Canada is the world's fifth largest aerospace market, generating approximately US\$21.5 billion revenues in 2014. Canada ranks third in terms of global civil aircraft production activity and the country's civil aircraft production growth is forecasted to outpace the global market for the 2014-2021 periods (22% for Canada, 11% globally.) Top prospects include:

- » Cyber & Space Technology
- » Aerospace Engineering
- » General Aircraft Parts
- » Synthetic Training and Simulation
- » Autonomous Aerial Systems (UAS)
- » Maintenance, Repair, and Overhaul

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Economic Overview

As a high-tech industrial society in the trillion-dollar class, Canada resembles the US in its market-oriented economic system, pattern of production, and high standard of living. Since World War II, the impressive growth of the manufacturing, mining, and services sectors has transformed the nation from a largely rural economy into one primarily industrial and urban. In addition, the country's petroleum sector is rapidly expanding, because Alberta's oil sands significantly boosted Canada's proven oil reserves. Canada now ranks third in the world in proved oil reserves behind Saudi Arabia and Venezuela and is the world's fifth-largest oil producer.

The 1989 US-Canada Free Trade Agreement and the 1994 North American Free Trade Agreement (which includes Mexico) touched off a dramatic increase in trade and economic integration with the US, its principal partner. Canada enjoys a substantial trade surplus with the United States, which absorbs about 75% of Canadian merchandise exports each year. Canada is the US's largest foreign supplier of energy, including oil, gas, and electric power, and a top source of US uranium imports.

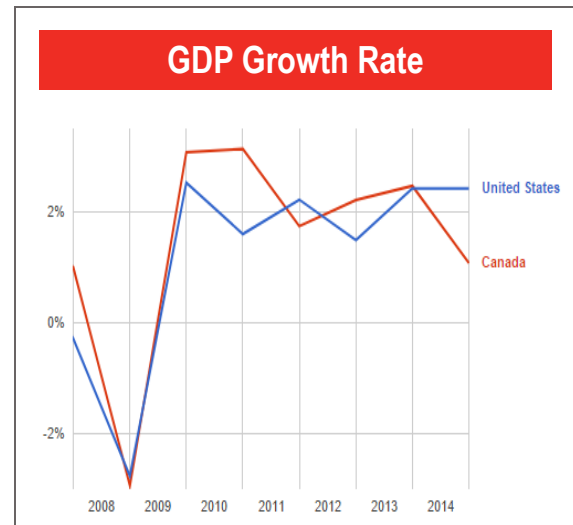
(U.S. Central Intelligence Agency)

Cultural Guide

- » Canadian businesspeople often begin relationships in a reserved manner; once people get to know one another it becomes friendly and informal.
- » Shake hands with everyone at the meeting upon arrival and departure. Maintain eye contact while shaking hands.
- » Canadians appreciate politeness and expect others to adhere to the proper protocol for any given situation.
- » Canadians begin meetings with a minimal amount of small talk although one should expect to spend a few minutes exchanging pleasantries and the like. In Quebec there may be more time spent on relationship-building.
- » Meetings are generally well-organized and adhere to time schedules. They tend to be informal and relaxed in manner even if the subjects being discussed are serious. When meeting with Anglophones, meetings may seem more democratic as all participants will engage and contribute. Meetings with Francophones, due to a greater respect for hierarchy and position, may revolve more around the most senior attendees.
- » Business communication in Canada is much as you would expect based on their national values. Great store is set by allowing everyone to be free to express their own opinion, and decisions will generally only be made once all facts and opinions have been taken into consideration.

(Kwintessential)

Canadians are encouraged to retain their cultural identities, traditions, and languages.



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Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: ExportVirginia.org

Additional Resources: Market Reports

[Canada Country Commercial Guide](#)

[Ease of Doing Business Report](#)

[Doing Business in Canada](#)

U.S. Commercial Service

World Bank

United Kingdom Trade and Investment

Online Resources

[Canada Overview](#)

[Canada Factbook](#)

[Kwintessential](#)

Global Edge - Michigan State University

CIA World Fact Book

Kwintessential Guide to Canada

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