



Government  
of Canada

Gouvernement  
du Canada

The Canadian Trade Commissioner Service

# Doing business with Canada

## Canada-Italy Trade Relations

presentation by

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Ministro Consigliere  
Ufficio Commerciale

EMBASSY OF CANADA

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[tradecommissioner.gc.ca](http://tradecommissioner.gc.ca)

Canada 

# Canadian Embassy in Italy

- 82 Employees
- Canadian Embassy in Rome
- Honorary Consulate in Udine (Primo Di Luca)
- **Embassy's main sections:** Commercial, Political, Public Affairs, Immigration, Consular
- The Embassy also covers the countries of Albania, Malta, and San Marino.
- **Commercial Division:**
  - 10 team members including:
    - 1 located in Milan
    - 1 Investment Specialist
    - 1 Innovation Specialist
    - Sector officers in priority sectors (A&D, Agrifood, Automotive, ICT, Life Sciences, Clean Technologies)

The Canadian Trade Commissioner Service

# Trade Commissioner Service

## DELIVERING VALUE TO BUSINESSES

Building Prosperity for Canada through International Business with Italy



### We facilitate:

1. Export Market Development
2. Market Access
3. Technology Partnering
4. Investment in Canada
5. Investment in Italy

# TRADE, INVESTMENT AND S&T ARE IMPORTANT FOR THE CANADIAN ECONOMY

- Trade is equivalent to 59.0% of Canadian GDP.
- Almost half of Canadian manufacturing output is sold outside of Canada. One-in-five jobs in Canada are linked to trade.
- International trade and commercial agreements create a system of rules and builds business confidence.
- FDI and CDIA are the real backbone of our commercial relations. Two-way investment enhances productivity, support long-term economic growth and increase prosperity for all Canadians.
- Innovation and investment are key drivers of Canada's future competitiveness and productivity.
- CETA: #1 priority for Canada-EU relations is CETA



The Canadian Trade Commissioner Service

## Trade Commissioner Service

# Canada-Italy Commerce

## Doing Business in Canada

# CANADA & ITALY

## Snapshot - 2011

	CANADA	ITALY
<b>Population</b>	34.7 m	59.5 m
<b>GDP (trillion \$US)</b>	\$1.7	\$2.3
<b>GDP per capita (\$US)</b>	\$50,436	\$36,267
<b>GDP growth rate (%)</b>	2.1%	-1.9%
<b>Inflation</b>	2.0%	3.3%
<b>Unemployment</b>	7.3%	9.8%
<b>TRADE STATISTICS</b>		
<b>Canadian Exports to Italy</b> <ul style="list-style-type: none"><li>• Cereal, Mineral Fuel &amp; Oil, Machinery, Woodpulp</li></ul>	\$1.97 billion	
<b>Canadian Imports from Italy</b> <ul style="list-style-type: none"><li>• Machinery, Beverages, Pharmaceuticals, vehicles</li></ul>	\$5.1 billion	

Source: StatsCan, IMF, ISTAT

# CANADA & ITALY

## Italian Investments in Canada



Italcementi Group



The Canadian Trade Commissioner Service

# CANADA & ITALY

## Canadian Investments in Italy

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# BOMBARDIER





# CANADA & ITALY

## S&T Relationship

### Canada and Italy are natural S&T partners:

- Both focus and excel in research dealing with quality of life (health, environment, energy, new materials)
- **TAVOLO CANADA:** 6 priority innovation sectors:
  - Health & Life Sciences
  - Energy & Environment
  - New Materials for Transportation
  - Nanotechnology & ICT
  - Agrifood
  - Ocean Technologies
- **TALENT STRATEGY:**
  - match and partner leading Canadian and Italian research universities.
- **PROMOTING PARTNERSHIP & LINKEAGES:**
  - Focus on linkages between Italian and Canadian research organizations, universities, clusters and industry in Tavolo Canada sectors.



The Canadian Trade Commissioner Service

# Trade Commissioner Service Canada-Italy Commerce

**Doing Business in Canada**

# Canada's Competitive Sectors

- **Advanced Manufacturing**
  - Automotive
  - Aerospace
  - Machinery and equipment
- **Agri-food**
- **Chemicals and Plastics**
- **Clean Technologies**
  - Renewable-energy technologies
  - Environmental technologies
- **ICT**
  - Digital media
  - Software
  - Wireless communications
- **Life Sciences**
  - Biopharmaceuticals
  - Medical devices
- **Services**
  - Business services
  - Financial services



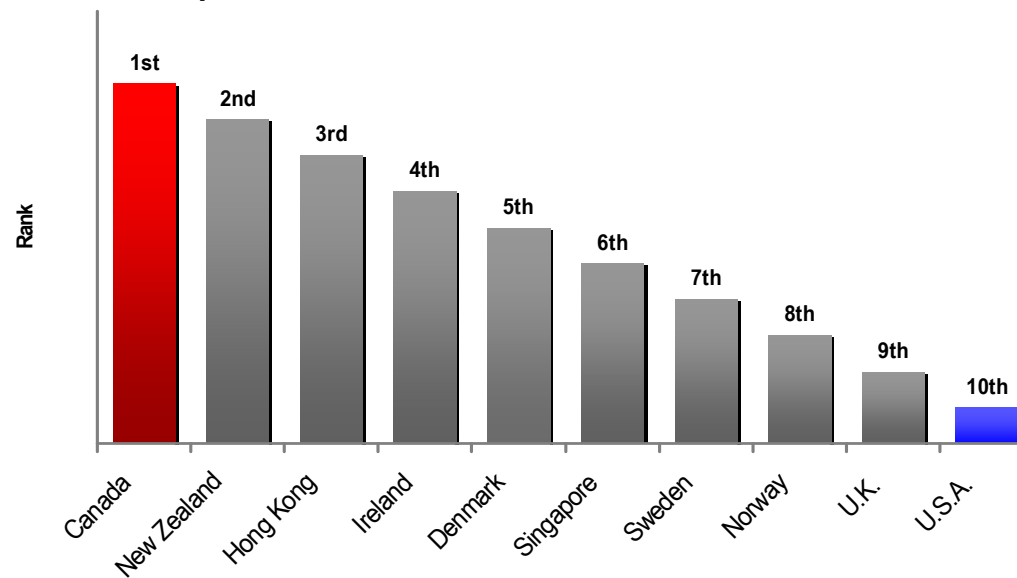
# Canada is acclaimed for its superior business climate...

**Open for business:** Canada understands the importance of its business community.

**Canada is the best country in the world** among the G-7 in the next five years.

**Canada is the easiest place to start a business** in the G7.

Top Ten Countries to Conduct Business in 2011



Source: Forbes Publishing  
October 2011

# Financial Stability

## AAA

### Sovereign Credit Rating

Standard & Poor's . . . . . AAA<sub>1</sub>

Moody's . . . . . AAA<sub>2</sub>

DBRS . . . . . AAA<sub>3</sub>

1 Standard & Poor's Financial Services LLC. Sovereign Ratings. July 2011.

2 Moody's Investor Services Inc. Canadian Ratings List. July 2011.

3 DBRS Limited. Sovereign Credit Ratings. July 2011.



# Why is Canada the best place in the G7 to do business?

## **The Soundest Banking System in the World**

The World Economic Forum says that Canada has the soundest banking system in the world, followed by New Zealand and Australia <sup>1</sup>

## **The Second Fastest Economic Growth in the G-7**

The Organisation for Economic Co-operation and Development (OECD) projects Canada to have the second fastest economic growth in the G-7 in 2011 and 2012 <sup>2</sup>

## **The Lowest Overall Business Costs in the G7**

Canada offers the lowest overall business costs in the G7 <sup>3</sup>

<sup>1</sup> The World Economic Forum. The Global Competitiveness Report 2010 - 2011.

<sup>2</sup> OECD Economic Outlook, No. 89, May 2011.

<sup>3</sup> KPMG. Competitive Alternatives 2010.

# COMPETITIVE ADVANTAGES

## Direct Access to the NAFTA Market



- Canadian-based businesses have access to one market of 457 million consumers with a combined GDP of about US\$17.2 trillion.\*
- Many Canadian production hubs are actually closer to U.S. markets than American production sites — of Canada's 20 largest cities, 17 are within an hour and half drive of the U.S.
- Direct air service between major cities in Canada and the U.S. has nearly doubled in the last six years.

\* Source: World Bank: World Development Indicators database, December 2011

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# CONTACT US

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For more information, visit our websites:

[www.tradecommissioner.gc.ca/it](http://www.tradecommissioner.gc.ca/it)

[www.investincanada.gc.ca](http://www.investincanada.gc.ca)

[www.italy.gc.ca](http://www.italy.gc.ca)