



Your international network

Canada : Springboard for North America

ERAI Canada
April 2013

RhôneAlpes Région
soutient l'action d'ERAI

Canada



Country information

Geography:

- Population : 33,8M
- Area : 9 976 139 km²
(2nd largest country)
- 7 majors cities, including:
 - Toronto (5,6M)
 - Montréal (3,7M)
 - Vancouver (2,3M)
- 10 provinces and 3 territories
- 2 Official Languages : French & English
- Rate residential property: 65%
- Demography : 2% per Year



Canada



Canada



Economy

Indicators

- GDP : **1.770 billion USD**
- GDP per capita : **50.826 USD**
- Growth forecast in 2013 : 1,8 %
- Stabilized Inflation : 0,5 % (Jan 12 – Jan 13)
- Unemployment rate : 7% (Feb 2013)



Strong sectors of activities

- Natural resources
- Aerospace
- Transportation
- Agri food
- Information and communication technology
- Building & infrastructure
- Medical technology



Canada



Focus on some strong sectors

TRANSPORTATION : (Automotive and Industrial Vehicle)

- **97 billion CAD**, export 73%, 2,6 million vehicles
- Automotive concentration in Windsor, Ont. Close to Detroit (USA)
- Among the car manufacturers located in Canada : Gm, Suzuki, Chrysler Canada, Honda
- Rail Transportation : Bombardier Div Transportation in Québec
- Industrial Vehicles : Volvo, Paccar,



AGRI FOOD

- 2nd largest sector : **83 billion CAD**. : Meat, Dairy Products, Bakery, Fruit & Vegetables, cereals, Beer , Sugar, Fishes, Wine.

AEROSPACE

- **23 Billion CAD**. 42,000 employees, 240 companies. Montréal, 3rd largest place in the world.
- Main companies : Bombardier Aerospace, Bell Helicopter, CAE, Pratt & Whitney.

ENVIRONMENT / CLEAN TECHNOLOGY :

- 8.000 companies.
- Major sectors : Water Infrastructure, Polluted ground, Clean Technology, Recycling.



Canada



Focus on some strong sectors (part2)

BUILDING & INFRASTRUCTURE

- Opportunities in major cities (bridges, road network, buildings, hospital...) **Plan Nord**, (North of 49th parallel) : **80 billion CAD \$ investment.**

ICT (Information and Communication Technology) ,

32,000 companies, 80% in software and computers. 575,000 qualified workforce, **6 Billion\$** Investment per year, including including 650 Million\$ investment in software.

MEDICAL TECHNOLOGY , **4 Billion CAD**, 1,000 companies. Area of expertise: cardiovascular devices, imaging, In Vitro Diagnostic, functional accessories, home care-services.



Canada



International trade

(Billion CAD)	Goods	Services	TOTAL	%/PIB
Export	462	83	545	30%
Import	474	108	582	32%
Balance	-12	-25	-37	

Degree of international trade :
(export + import) / GDP = 62 %

United states:

- Rate of export to USA: **75 %** Rate of import from USA: **51 %**
- Balance with United States CAD +105 milliards

Italy :

- Italy = Canada's **15th Export Market**, and **10th source of Import**



Canada



Canada & USA
strongly
interconnected



Source: Canadian Trade Commissioner





Canada / Italy Trade Balance

EXPORT TO CANADA (Thousands \$ CAN)

Sector	2010	2011	Var %
Machinery	1.173,775	1.439,276	22.6
Chemical products	595.260	651.22	9.4
Food & beverages	576.15	615.29	6.8
Vehicles	350.24	345.28	-1.4
Ceramic products & stones	238.9	229.09	-4.1
Metals	227.17	289.28	27.3
Clothing, textiles & footwear	226.79	251.62	10.9
Mineral products	199.85	109	-45.5
Furniture & optical instruments	190.11	200.87	5.7
Animal and vegetable fats and oils	117.84	118.07	5.7
TOT.	4.662,175	5.103,323	9.5

ITALY IMPORT FROM CANADA (Thousands \$ CAN)

Sector	2010	2011	Var %
Vegetable products	326.26	424.04	30
Pulp of wood	308.61	258.31	-16.3
Mineral products	286.56	389.7	36
Machinery	242.88	244.13	-0.5
Metals	148.03	115.85	-21.7
Vehicles	89.69	100.46	12
Furniture & optical instruments	83.89	82.19	-2
Chemical products	67.63	57.04	-15.7
Jewellery articles	56.49	29.28	-48.2
Wood	31.37	34.45	9.8
TOT.	1.829,981	1.877,780	2.6

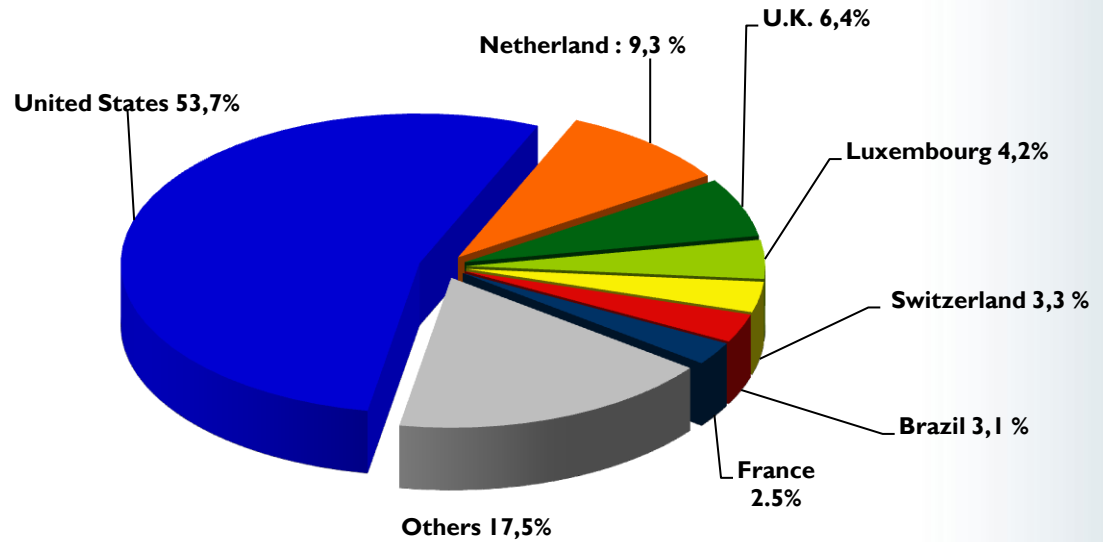


Canada



Foreign Investment in Canada

Foreign Investment in
Canada :
600 Billion CAD (2011)



Source: Statistic Canada





Key elements for Business Development in Canada

- Good economic factors
- Easy access to north American market
- Competitive costs
- Strong innovation capacities
- Generous R&D tax credit program
- Qualified and multicultural labour force
- Among the safest bank infrastructure in the world
- A pleasant place to live





Success factors for business development in Canada



- long term development project versus one-shot deal
- Canada : Springboard for developing business in Canada (regulations, American Business Way, culture connected to Europe, North American Free Trade Agreement, Canada Europe Free Trade Agreement)
- **Bringing support services** to local partners and customers (1.800)
- **Act locally** : (Incorporation, sister company). Connect to local business network.
- Promotion, documentations, labelling : English & French.

ERAI – Entreprise Rhône-Alpes International

1 International network / 27 offices worldwide / 5 fields of activities

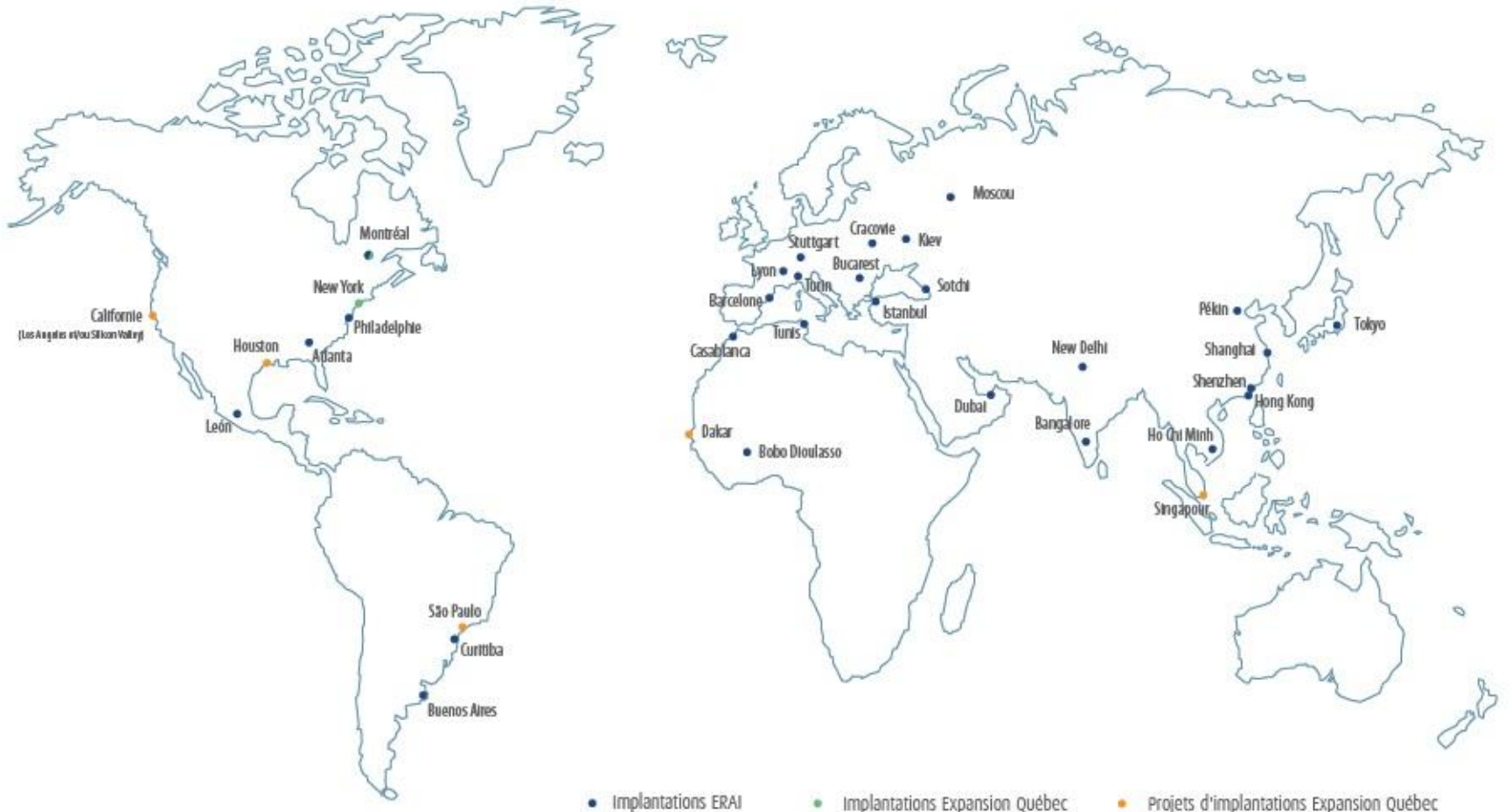
Our Goal : Our Experience locally and our International network to support you in your business development.

ERAI :

- ➔ Founded in 1987 under the initiative of Rhône-Alpes Regional Council.
- ➔ **Tool of the Rhône Alpes Region for the Economic Development of the Rhône Alpes Region overseas and the strengthening of attractivity for Investment in Rhône-Alpes, its clusters, and for economic cooperation.**

An International network

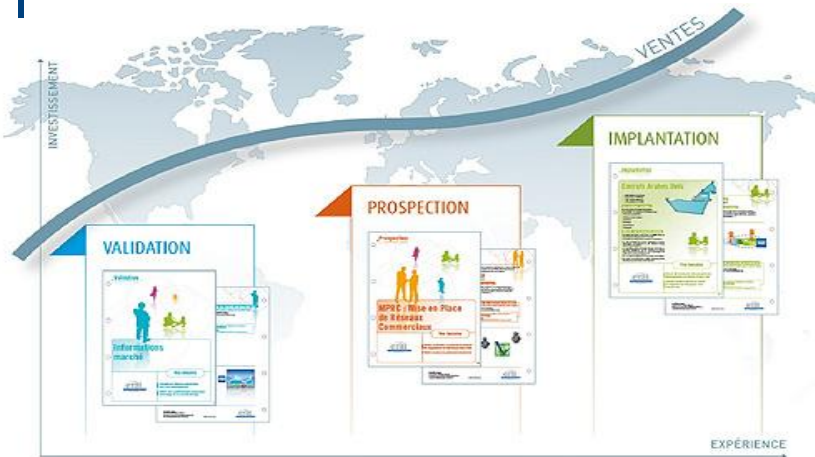
27 offices in 23 countries



ERAI services and support

Custom made services at each step of your international development.

ERAI offers a range of services adapted to every steps of the international development of companies and organizations



- **Validation** - ERAI analyses your market and define the strategy to be engaged.
- **Approaching** - ERAI identifies and makes approaches of your future partners, customers
- **Implementation** - ERAI acts as accelerator of your implementation overseas. Services include :
Incubator, hiring and coaching your workforce, Mergers & Acquisition projects, creation of subsidiaries.
- **Maintaining Business Relationships** - ERAI manages the good connection with your local partners and customers.

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ERAI Canada



ERAI Canada in 2013: based in Montréal



ERAI Canada

- ERAI Canada, Since 1989
- Franco Canadian team. 5 employees
- 70 projects managed each year
- Sectorial specialization.
- 10 companies hosted at ERAI incubator (Implantis) each year
- Access to our network (institutional, accounting, legal...)



Contact ERAI Canada

ERAI Canada is at your disposal to support you in your
Business Development in Canada!

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See all the missions organized by ERAI on :
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