

Florida Chamber Global Florida Webinar





International Business Council



Dan Tapia

Manager, Global Outreach, Florida **Chamber of Commerce**



Agenda

Global Florida: Trade Topics and Trends

- Ι. Welcome | Dan Tapia, Manager, Global Outreach, Florida Chamber of Commerce
- П. **Guest Speakers:**
 - Matthew Waldron, Trade Commissioner, Canada
 - Dr. Jerry Parrish, Chief Economist and Director of Research, Florida Chamber Foundation
 - Gillian Hatton, Director, Enterprise Florida Canada
 - Glenn Cooper, President, Quebec Florida Chamber of Commerce
- Ш. International Business Council updates | Dan Tapia, Manager, Global Outreach, Florida Chamber of Commerce
- IV. **Audience comments**
- **Adjourn** V.





CANADA

Matthew Waldron, Trade Commissioner
Consulate General of Canada
March 2017



The Consulate General of Canada in Miami

- Responsible for Florida, Puerto Rico and U.S. Virgin islands.
- Services include Consular and Passport, Public Affairs, and Trade & Investment Promotion.
- The Canadian Trade Commissioner Service
 - Network in over 160 cities around the world to help you connect with Canada.
 - Introductions for sourcing high quality products, services or technologies.
 - Strategic intelligence and contacts to expand your business in Canada.
 - Connections with R&D partners in Canada.
 - Guidance on top research facilities and academic institutions for study in Canada.

Imagine CANADA















CANADIAN Strengths





Agenda

- Canada U.S. Trade
- Canada Florida Trade
- Why Canada?
 - Excellent Economic Fundamentals
 - Highly Competitive Business Environment
 - Dynamic Workforce
 - Easy Access to Markets
 - Innovative Industries
- Export Development Canada



We trade almost USD \$700 billion per year.

With investment added, this rises to

USD \$1.4 trillion.





Canada is the largest market for U.S. goods and services, representing 20% of global U.S. exports.





AGRICULTURE

- Canada buys \$8 BILLION in vegetable, fruits, and nuts
- We trade MORE BEEF AND PORK with each other than anyone else

SERVICES

- Bilateral trade in services totaled \$88 BILLION in 2015
- Travel-related services trade:
 \$25 BILLION
- Bilateral services trade has grown by
 85% in the last 10 years

CANADA BUYS MORE FROM THE UNITED STATES



MANUFACTURING

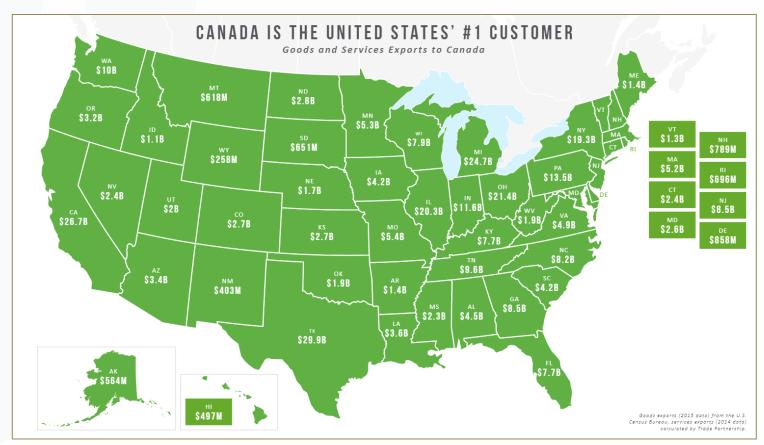
- The U.S. sells over \$80 BILLION in equipment and machinery to Canada
- The U.S. has A SURPLUS OF \$50 BILLION in this sector

ENERGY

- Canada is the MOST SECURE SUPPLIER OF ENERGY to the U.S.
- Canadian CLEAN HYDROELECTRICITY provides power to one million American homes
- Canada supplies the U.S. with over 40% of its CRUDE OIL IMPORTS



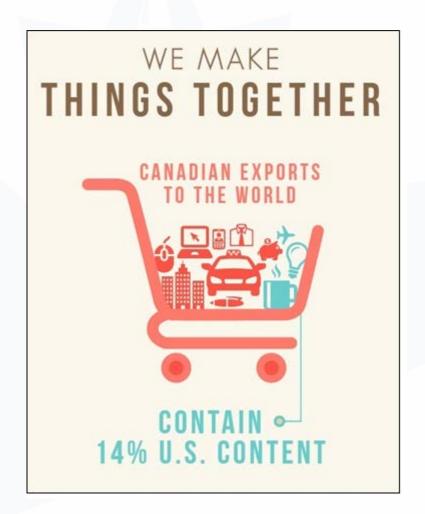
70% of U.S. states count Canada as their #1 customer.



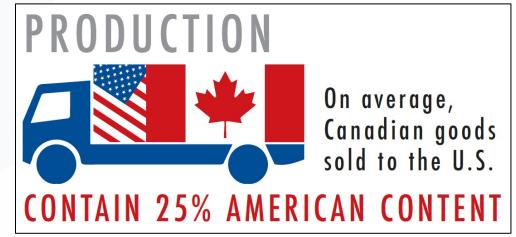








"We not only sell to each other...
we make things together."





Canada – Florida Trade

- We export more than snowbirds, and import more than oranges.
- Over 4.5 million annual visits to Florida by Canadians = \$5.5 billion dollars vacation spending.
- Canada is the #1 foreign purchaser of residential real estate in Florida – over 500,000 Canadians own property in Florida.
- Two-way trade of over \$8 billion dollars.
- 620,200 jobs in Florida depend on trade and investment with Canada.

ECONOMIC IMPACT

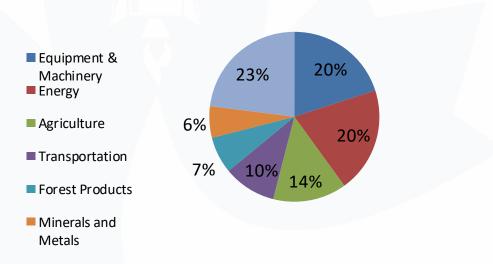
KEY INDICATORS	US\$ bill	
Canadian Exports to Florida	\$4.2	
Floridian Exports to Canada	\$3.9	
Canadian Tourist Spending in Florida	\$4.4	
Canadian Company Affiliate Assets in Florida	\$3.4	
Canadian Residential Real Estate Purchases in Florida	\$1.9	



Canadian Exports to Florida

Florida imported \$4.2 billion from Canada

Top Canadian exports to Florida in 2015:

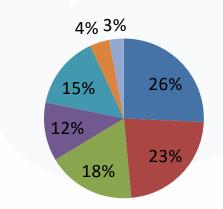


Fuel oil	\$789 million
Machinery, Boilers and turbines	\$587 million
Electrical machinery	\$285 million
Furniture	\$260 million
Aircraft, spacecraft & parts	\$191 million
Wood & wooden articles	\$178 million
Vehicles	\$144 million
Optical, Photo, Surgical & medical equip.	\$143 million
Plastics	\$122 million



Canadian Imports from Florida

Florida exported \$3.9 billion to Canada



Top Florida merchandise exports to Canada in 2015:

Fertilizers	\$371 million
Machinery & Mechanical Parts	\$368 million
Electrical Machinery & Equip	\$273 million
Optical, Photo & medical equip	\$269 million
Pharmaceuticals	\$267 million
Fruit Juices	\$218 million
Edible Vegetables	\$159 million
Edible Fruits	\$114 million
Plastics	\$100 nition

Other

Equipment & Machinery

■ Agriculture

Chemicals

■ Transportation

Canadian Presence in the Region



300+ Canadian companies directly employ 42,700 jobs in Florida



Florida Investments in Canada





Canada is Florida's most important economic partner



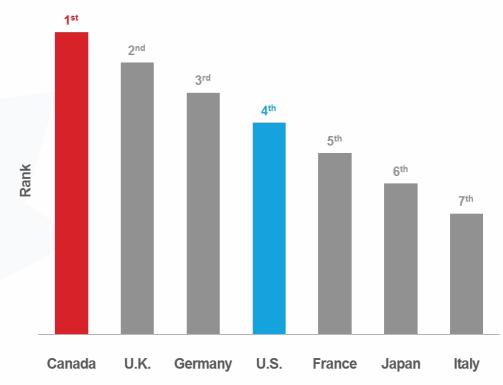


Why Canada – Excellent Economic Fundamentals

- Leads G7 countries in longterm GDP growth.
- Strong employment growth.
- Track record of fiscal responsibility.
- Declining federal debt.
- Low inflation and interest rates.

According to the *Legatum*Prosperity Index*, Canada ranks
first in the G7, first in the G20 and
fifth among 149 countries in terms
of overall prosperity, based on
material wealth and personal
wellbeing.

Legatum Prosperity Index* 2016 G7 Ranking

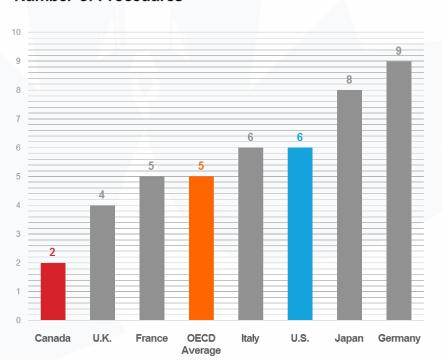




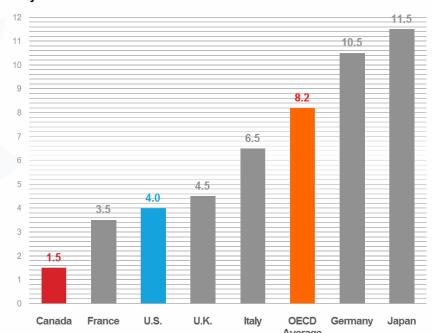
Why Canada? - Highly Competitive Business Environment

Establishing a business in Canada involves relatively few steps and takes relatively less time.

Number of Procedures*



Time Required to Start a Business Days

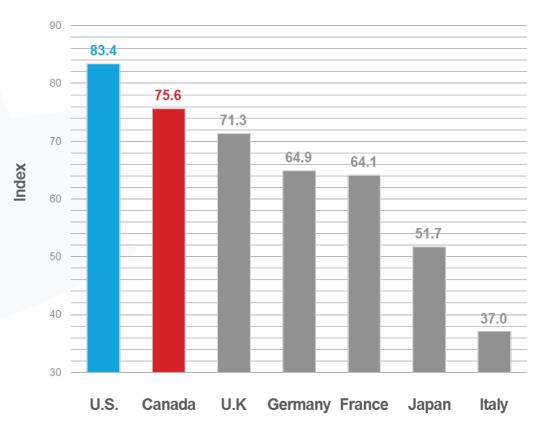




Why Canada? – Dynamic Workforce

Canada has one of the world's best business climates for entrepreneurs.

Global Entrepreneurship Index* G7 Ranking





Why Canada? – Easy Access to Markets

- Direct access to NAFTA market.
- 16 of Canada's 20 largest cities are within a 1.5-hour drive of the U.S.
- Efficient transport linkages tying North America to Asia and Europe.





Why Canada? – Innovative Industries Aerospace

Over 700 firms makes Canada the 5th largest aerospace market in the world and 3rd in terms of global civil aircraft production activity.

WESTERN PROVINCES

Aerostructures, composites, airframe MRO, helicopter MRO, engine MRO, space systems, earth observation, engines, cold weather engine testing

▶ Leading companies:

Asco Aerospace Canada Ltd., Avcorp, Boeing Canada, Cascade Aerospace (Airbus Group), Vector Aerospace (Airbus Group), Magellan Aerospace, MDA, Pratt & Whitney Canada, StandardAero, Viking Air Ltd

QUEBEC

▶ Aerostructures, civil helicopters, commercial and business aircraft, training and simulation, avionics, engine components, landing gear, engines, engine MRO

▶ Leading companies:

Aerolia, Bell Helicopter, Bombardier, CAE, GE Canada, Héroux-Devtek, Mechtronix, Pratt & Newfoundland and Labrado, Whitney Canada, Rolls-Royce Canada, Thales Canada, Turbomeca Canada

EASTERN PROVINCES

Prince Precision machining and complex Island assemblies, composites, gas turbine MRO, design and manufacturing, engines

▶ Leading companies:

APEX Industries, Composites Atlantic (SOGERMA-Airbus Group), Vector Aerospace (Airbus Group), IMP Group, Pratt & Whitney Canada, Slemon Park



ONTARIO

▶ Rotorcraft manufacturer, commercial and business aircraft, satellite payload subsystems, landing gear, engine parts, MRO, space robotics, aerostructures, engines

Leading companies:

Airbus Helicopters Canada, Bombardier, UTC Aerospace Systems, Honeywell Canada, Magellan Aerospace, MDA, Messier-Bugatti-Dowty, L-3 Electronic Systems Services, MHI Canada Aerospace, Pratt & Whitney Canada

Launchina Opportunities • Créons des opportunités • Creando oportunidades

Yukon

British

Columbia

Northwest

Alberta

Territories

Manitoba

Ontario

Quebec

Toronto

Brunswick

Why Canada? – Innovative Industries Clean Technology

- A \$10.6 billion R&D industry.
- Export intensive 82% of sustainable technologies companies are exporting.
- The Canadian clean technology industry has 774 technology companies, mostly considered small to medium-sized enterprises (SMEs), which directly employ 55 600 people.
- To put this into context, in terms of employment, the clean tech industry exceeds the size of the aerospace, forestry and logging, and petroleum and coal products industries.











Why Canada? – Innovative Industries ICT

- Canada has a strong history of working in Florida (e.g. Blackberry, OpenText) to utilize its skills and technologies, and selling to and partnering with companies like Citrix, Brightstar, Terramark and Web.com.
- Florida is a hub for sourcing technology for not only the U.S., but also the Latin American & Caribbean region.
- Florida's creative and tech industries team up in the Digital Media field to develop some of the best video games, animation, movies, television, online content and mobile applications.
- There are some 4,200 industry companies in Florida, employing nearly 11,000 people.
- Key Events in Florida: Cybersecurity Conferences, eMerge Americas, KidScreen and FETC.



Why Canada? – Innovative Industries Life Sciences

- Florida has the second largest medical device manufacturing industry, the third largest pharma manufacturing industry and the seventh largest biotech R&D industry in the U.S.
- The state has been extremely keen on attracting life sciences companies to the state by providing a number of generous business incentives to move or expand into Florida.
- Canadian capabilities and opportunities in Florida are in digital health, including chronic disease management, data analytics / predictive analytics and patient engagement.
- Opportunities also exist for manufacturers of assistive devices for the long-term care facility / nursing home industry given the high number of seniors in Florida.
- Key Events in Florida: BIO Florida, South Florida Hospital & Healthcare Association, South Florida Healthcare Information & Management Systems Society.

Key Initiatives in Florida

Clean Technologies & Infrastructure

- Water-Energy Nexus Road Show (August 2017 Miami, Orlando, Tampa)
- Caribbean Renewable Energy Forum (October 2017 Miami)
- International Builders Show (January 2018 Orlando)

Defence & Security

- Special Ops Forces Industry Conference (May 2017 Tampa)
- Florida Defense Contractor Association Defense Expo (September 2017 Orlando)
- Florida Simulation Summit 2017 (September 2017 TBC)
- I/ITSEC Training, Simulation and Education Conference (December 2017 Orlando)

Information & Communications Technologies (ICT)

- eMerge Americas (June 2017 Miami)
- FETC (Education Technology) (January 2018 Orlando)
- KidScreen (February 2018 Miami)

Life Sciences

BIO Florida Annual Conference (October 2017 – Tampa)



Key Initiatives in Canada

Clean Technologies

GLOBE 2018 (March 2018 – Vancouver, Canada)

Defence & Security

• Interservice/Industry Training, Simulation and Education Conference (I/ITSEC) (December 2017 – Orlando)

Information & Communications Technologies (ICT)

KidScreen (February 2018 – Miami)

Infrastructure

Canadian Public Private Partnership Conference (November 2017 – Toronto)

Life Sciences

BIO Florida Annual Conference (October 2017 – Tampa)



OVERVIEW OF EXPORT DEVELOPMENT CANADA



- Canada's International Financial Institution
- Financially self sustaining
 - Facilitated over \$102B in exports and investments
 - AAA /Aaa rated by S&P and Moody's
 - Total Assets \$61B CAD, Net Income \$925M
 - Premier Issuer of securities in global capital markets
- Enable growth of Canadian business into foreign markets through financing, insurance, and market intelligence

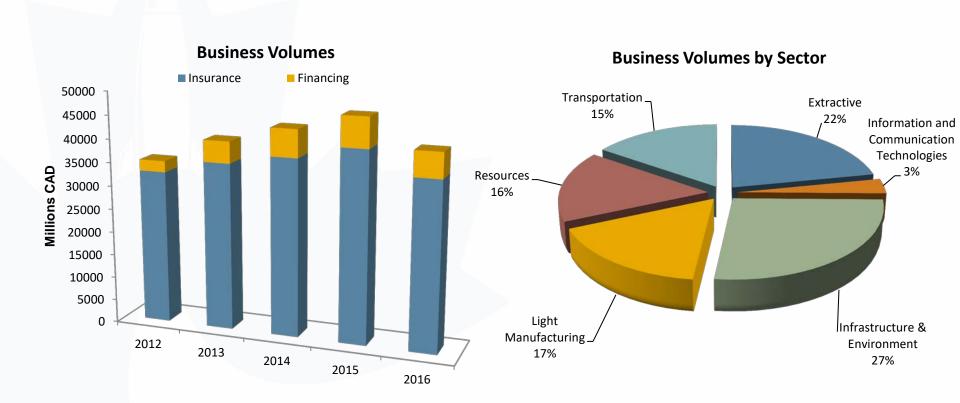
EDC's Financing for Foreign companies:

- Bilateral Facilities
- Merger and Acquisition Facilities
- Bridge or Term Loans
- Syndicated Facilities
- Highly Structured / Project Finance Facilities
- Corporate Revolvers

With every transaction, EDC must demonstrate financing provides sufficient Canadian benefits



UNITED STATES BUSINESS VOLUMES



FINANCIAL HIGHLIGHTS (2016)

\$41.2 BILLION S5.4 BILLION 3,558 CUSTOMERS SERVED



Questions?







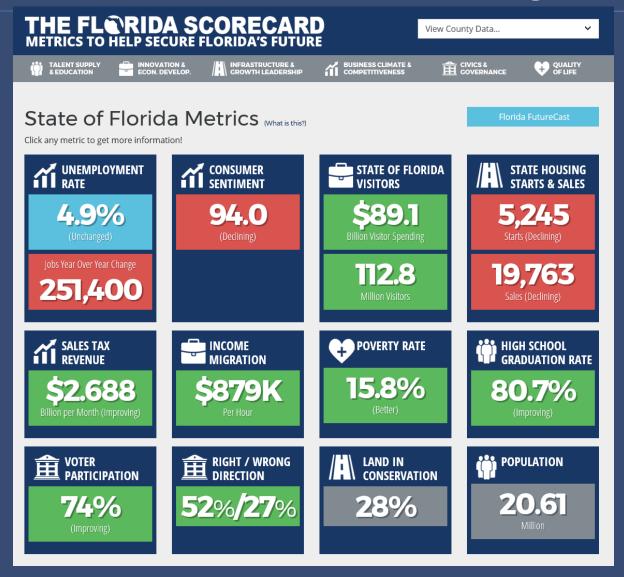
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www.thefloridascorecard.org



GLOBAL FLORIDA -

Florida Chamber of Commerce



THE FLORIDA SCORECARD METRICS TO HELP SECURE FLORIDA'S FUTURE

View County Data...



TALENT SUPPLY & EDUCATION



INNOVATION & ECON. DEVELOP.











State of Florida Metrics (What is this?)

Innovation & Economic Development

Click any metric to get more information!



IMPORTS &

Billion Exports (Declining)

EXPORTS













International Trade

EXPORTS IN-TRANSIT IMPORTS



SERVICES

VISITORS

INVESTMENT

Top Global Partners

IMPORTS EXPORTS VISITORS INVESTMENT United China Brazil Canada Kingdom United Kingdom **Mexico** Canada Canada Canada Mexico Brazil Germany Germany Colombia **Argentina Spain** 200 Colombia **France** Germany **Japan**





Billion Exports (Declining)

Billion Imports (Improving)



TOP 6 IMPORTERS

29.7%

Market Share (Declining)

Billion (Declining)



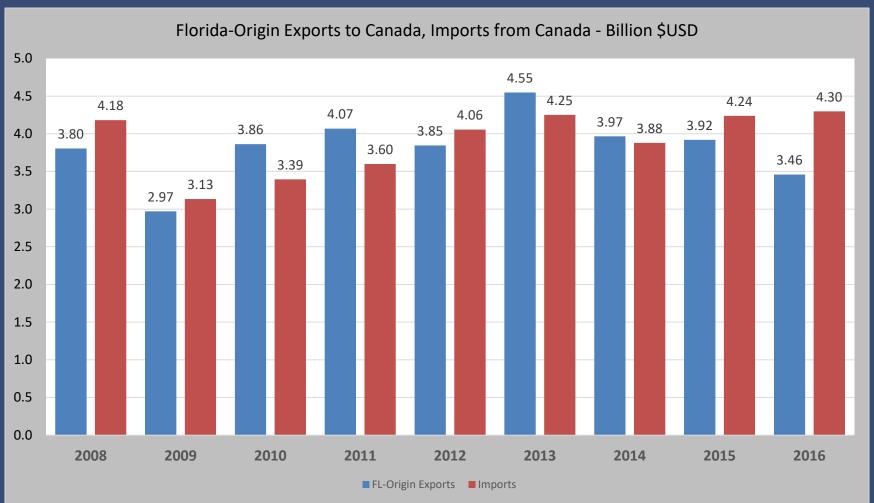
Florida Origin Exports By Year - \$USD Exports (\$Billions) 2008 2009 2010 2011 2012 2013 2014 2015 2016 Year Germany Canada Brazil Argentina Colombia Mexico



Country	2015 Visitors	% of Total Overseas
Canada	3.8 million	25%
United Kingdom	1.7 million	11%
Brazil	1.5 million	10%
Argentina	722,000	5%
Total International	15.3 million	100%



Imports and Exports – Canada/Florida





Florida-Origin Exports

2-Digit Category	Leading 4-digit Category	2016 Florida- Origin Exports	2012-2016 Percent Change
Power Generation Equip	Gas Turbine Parts	\$462 million	+23.7%
Electrical Machinery	Integrated Circuits	\$361 million	-3.8%
Fertilizer	Phosphates	\$352 million	-6.6%
Aircraft & Parts	Civilian Aircraft, Engines, Parts	\$305 million	+24.6%
Optic & Med Devices	Optical fibers, Med Instruments	\$265 million	9.7%
Edible Vegetables	Chilled Vegetables, Tomatoes	\$206 million	-4.8%
Edible Fruits & Nuts	Strawberries, Blueberries, Watermelon	\$197 million	-17.5%

Imports from Canada

2-Digit Category	Leading 4-digit Category	2016 Imports from Canada	2012-2016 Percent Change
Power Generation Equip	Turbojets & Turboprops	\$509 million	+11.8%
Furniture, Bedding	Furniture	\$260 million	+56.4%
Aircraft & Parts	Airplanes	\$246 million	+31.6%
Oil	Petrol oil (not crude)	\$241 million	-64.5%
Electric Machinery	Phone parts, wire, circuit boards	\$223 million	-14.0%
Wood and wood articles	Sawn and chipped wood	\$184 million	61.1%
Fertilizers	Potassium chloride	\$152 million	88.3%



Q&A







Florida Chamber Global Florida Webinar Opportunities for Florida Companies in Canada

Gillian Hatton Director EFI Canada March 7, 2017



AGENDA



The EFI Canada Team

Our Activities

About Canada

Canada-Florida Statistics

Trade Development Case Study Examples

Contact Information





EFI CANADA TEAM







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Quebec

Gillian Hatton
Director
Toronto,
Ontario

Raidan Al-Eryani
Economic
Development
Manager
Montreal,
Quebec



COD WE THIS

TRADE & INVESTMENT ACTIVITIES







KEY CANADIAN STATISTICS

The eleventh largest economy in the world by nominal GDP, and the fourteenth by purchasing power parity

Population: 36.23 million (2016)

Breakdown: 10 Provinces & 3 Territories

Nominal GDP: \$2 Trillion

Exports: \$500 billion of goods, primarily to US

Three largest economies by city:

Toronto, Montreal and Vancouver

Four largest by province:

Alberta, Ontario, Quebec and Saskatchewan **Unemployment Rate**: 6.8%

















TARGET INDUSTRY SECTORS IN CANADA



Aerospace & Aviation

- +700 companies
- Montreal 3rd largest cluster
- Heroux-Devtek, Bombardier, CMC



Manufacturing

- +51,600 companies
- Employs +1.8m people
- 21 industrial & consumer industries



Information Technology

- +33,000 companies
- +155 million, +525,000 people
- Ubisoft, Blackberry, CGI, Videotron



Life Sciences

- 8th largest pharmaceutical market
- Employs +28,000 people
- CRO's, Medical Device, Pharma, R&D



Finance & Professional Services

- 3rd largest in North America (Toronto)
- 8th largest stock exchange (TSX)
- Ambitious growth plans led by TFSA
- GE Capital, AON Hewitt, Sun Life, D+H, TD Bank



Logistics & Distribution

- +\$134 billion in sales
- 680,000 people employed
- Transforce, Transat, CN, Air Canada



Defense & Homeland Security

- 2,000 firms, 100,00 employees
- \$12 billion economic activity
- ABB, CAE, Bell Helicopter, L-3





KEY CANADA-FLORIDA STATISTICS

Canada is Florida's Largest Tourist Partner

 Nearly 3 million visits and \$3 billion spent per year by Canadian tourists



Real-Estate

- Canada is also the largest buyer of American residential real estate, with roughly 25% of international purchases
- Canadians own more homes in Florida than any other foreign nationality, approximately one quarter of Canadian-owned American real estate. The total value could approach \$40 billion







KEY CANADA-FLORIDA STATISTICS

Investment

- Canada Represents 10% of FDI into Florida
- Over 460 Canadian-owned companies in Florida; second behind United Kingdom
- 9% of FDI jobs in Florida come from Canada
- Over 8 million US jobs depend on Canada
- Canadian subsidiaries in Florida include RBC, TD Bank, BMO, Desjardins, NatBank, RWDI, Blackberry, Bombardier, CAE, Aldo, Birks, Cirque du Soleil, Lululemon Athletica, Fruits & Passion
- CAE alone employs nearly 500 people in the Tampa area





KEY CANADA-FLORIDA STATISTICS

Trade

- 620,200 Florida jobs depend on trade and investment with Canada
- Canada is the 4th top Florida export destination, at a value of roughly \$3.5 billion



Canada is Florida's #1 destination for agricultural products - buys nearly \$1 billion in product

Florida's top goods exports to Canada

Fertilizers: \$352 million Aircraft: \$304 million Optical, medical & precision instruments: \$265 million

Vegetables: \$206 million Fruits & nuts: \$197 million

Florida exports to Canada by industry

Equipment & machinery (31%)

Agriculture (21%)

Chemicals (16%)

Transportation (14%)

Minerals & metals (4%)

Plastics & rubbers (3%)

Other (10%)

Florida top services exports to Canada

Business, professional & technical services: \$553

million

Royalties: \$184 million Financial services: \$97

million

Insurance: \$96 million

Telecommunications: \$36

million





CASE STUDY EXAMPLES

- Identified co-packers for a Florida food company producing dairy products to help the company expand its market reach in Canada
- Provided information on key investment contacts to reach high net worth individuals and applicable pension funds for a Florida real estate fund
- Identified potential distributors and current 'going green' incentives to assist a materials handling company in finding niche markets
- Provided potential distributors for medical devices company and information on medical task force groups to raise awareness of their product





CONTACT INFORMATION

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Q&A







Glenn M. Cooper, QFCC President Jade Vinet, Management Consultant March 7th, 2017



OVERVIEW

- 200 + members separated between Quebec and Florida
 - 1 membership covers both territories
- Bilingual services in English and French
- Plenty of activities to keep you busy and informed





THE QFCC SERVICES

- Connect with several hundred members who are interested in business between Florida and Quebec
- Essential partner for anyone looking for any information on the Sunshine State or the French province of Canada
- Grow your business and increase your visibility and your exposure in the Quebec-Florida business network



ACTIVITIES

Trade Missions

- Central Florida Jan. 28-Feb. 1st
- South Florida, March 28-31
- Québec, June 5-7

Workshops

- Doing Business in Florida
 - March 1st, Montreal
- Doing Business in Canada
 - March 30th, Fort Lauderdale

Networking

- Tower Club International Events Presenting Canada, Feb. 23rd, Fort Lauderdale
- Sugar Shack Brunch, Mar. 12, Palm Beach
- 10th Trade Mission Cocktail, March 29th, Miami





For more information please contact:

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Q&A



SAVE THE DATE

Global Florida Trade Topics and Trends Webinars

Upcoming webinars will be on April 4th and May 2nd

Florida Trade and Logistics Institute | March 29, 2017 Florida Polytechnic University in Lakeland, FL

We will address educational and workforce needs for the trade and logistics industry. Roundtable discussions with higher education institutions on their programs as well as with the private sector on their challenges and needs. Meeting will include lunch.

Other meeting activities will include:

Tour of Florida Polytechnic's Innovation, Science and Technology building. For more information about Florida Polytechnic,

Presentation of - the new, state-of-the-art transportation technology testing facility. It will be a high-tech hub for the research, development and testing of emerging transportation technologies related to tolling, intelligent transportation systems (ITS) and automated and connected vehicles.

Florida Trade and Investment Conference | May 9, 2017 **Hyatt Regency Orlando Airport** 9300 Jeff Fugua Blvd, Orlando, FL

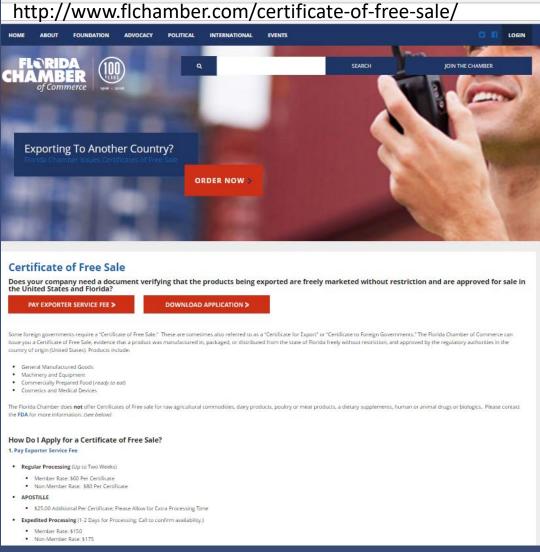
The 2017 Florida International Trade and Investment Conference will draw trade and influential business leaders to provide insight and direction for our state and your business. Discussions range from examining the supply chain, economic ties, growth strategies and investment opportunities across sectors to exploring future trends, opportunities and challenges that he global marketplace presents.

For conference information and to register,

www.flchamber.com/international



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Join the Discussion, Be A Part of The Solution



