

International Market Access

Helping Alberta Companies Compete Globally



Alberta International & Intergovernmental Relations

May 2014

Outline

1. Trade Statistics
2. International Strategy
3. Government of Alberta
Trade Services
4. Trade Partners

Alberta Trade Statistics

- In 2013, Alberta's goods exports were \$103.7 billion, up 8.2%% from 2012.
- Energy exports were \$75.2 billion in 2013, up 11.9% from 2012.
- Alberta exported 23% of Canada's total exports of \$443.5 billion in 2013.
- Alberta has been the 2nd largest provincial exporter in Canada since 2005 (next to Ontario).
- Alberta's Top export products in 2012:
 1. Energy
 2. Chemicals
 3. Agriculture
 4. Manufacturing
 5. Forestry

Alberta Exports

Exports per Person 2013

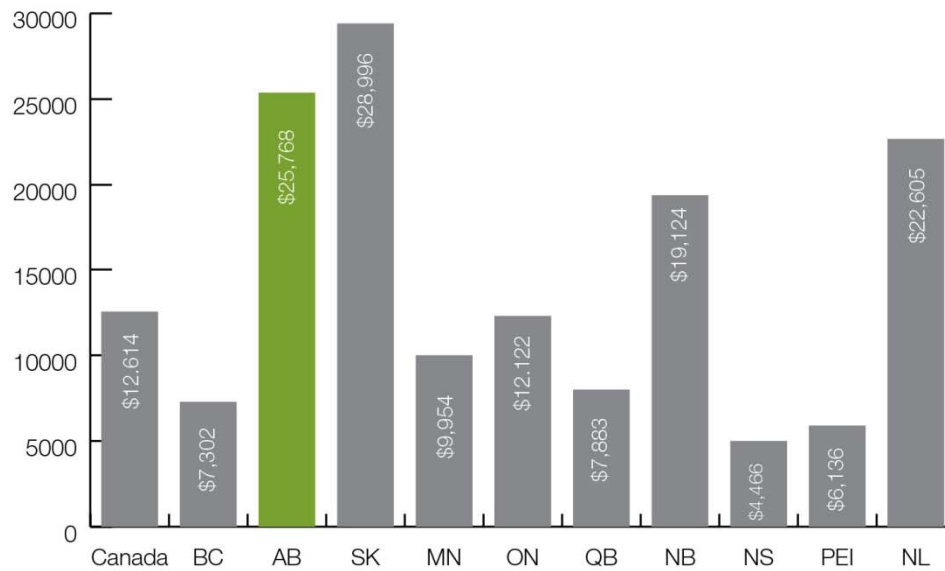
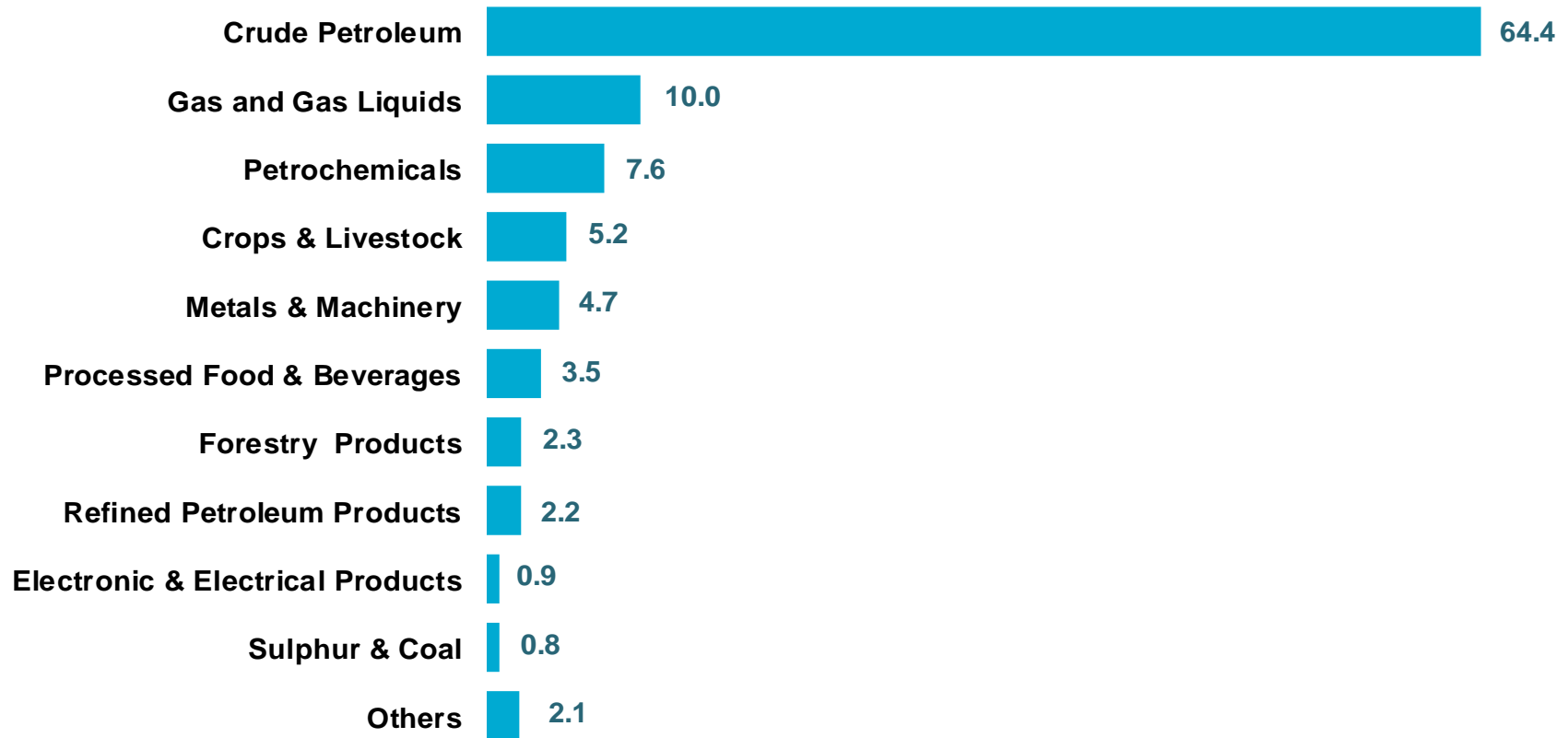


Figure 1: Exports per Person in 2013

Alberta is one of the highest provincial exporters per capita in the country. At \$25,768, it is well above the Canadian average of \$12,614 per person.

Alberta's Exported Goods

Alberta's Major Exports 2013*
Total Exports of Goods (\$103.7 Billion)

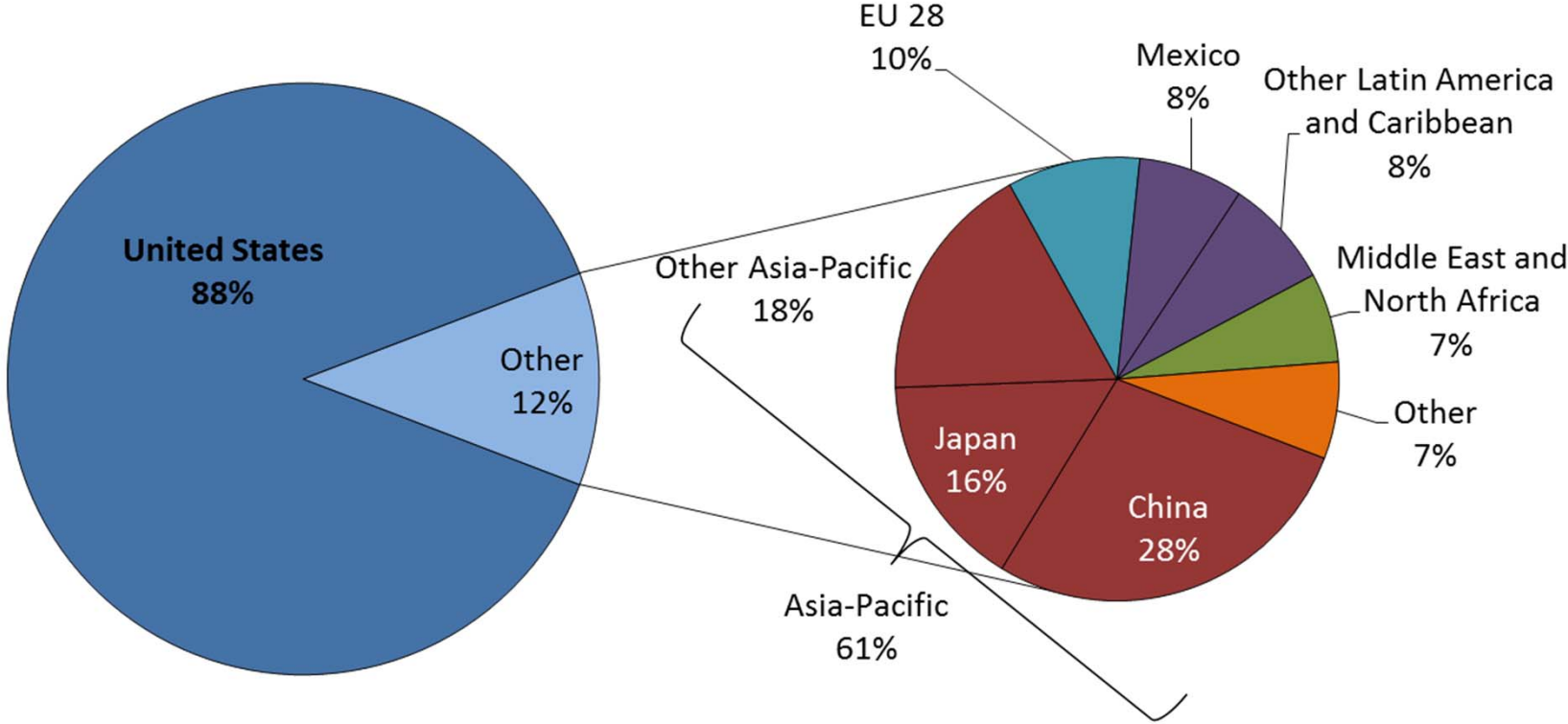


* Exports of services are not included in this estimate

Sources: Statistics Canada and Alberta Innovation and Advanced Education

Export Markets

Distribution of Alberta's Exports by Region in 2013



Export Markets

Alberta's Top 10 International Export Markets in 2013 (\$103.7 billion total):

1. United States	\$91.8 billion
2. China	\$3.3 billion
3. Japan	\$1.9 billion
4. EU 28	\$1.2 billion
5. Mexico	\$906.4 million
6. South Korea	\$564.6 million
7. Indonesia	\$274.9 million
8. Venezuela	\$209.1 million
9. UAE	\$197.4 million
10. Russia	\$194.1 million





Alberta's International Strategy **2013** *Building Markets*



Alberta International Strategy

- Focus on global priorities
- Articulate strategic objectives and actions to achieve those objectives
- Achieve focused and active global engagement



Alberta's
International
Strategy **2013**



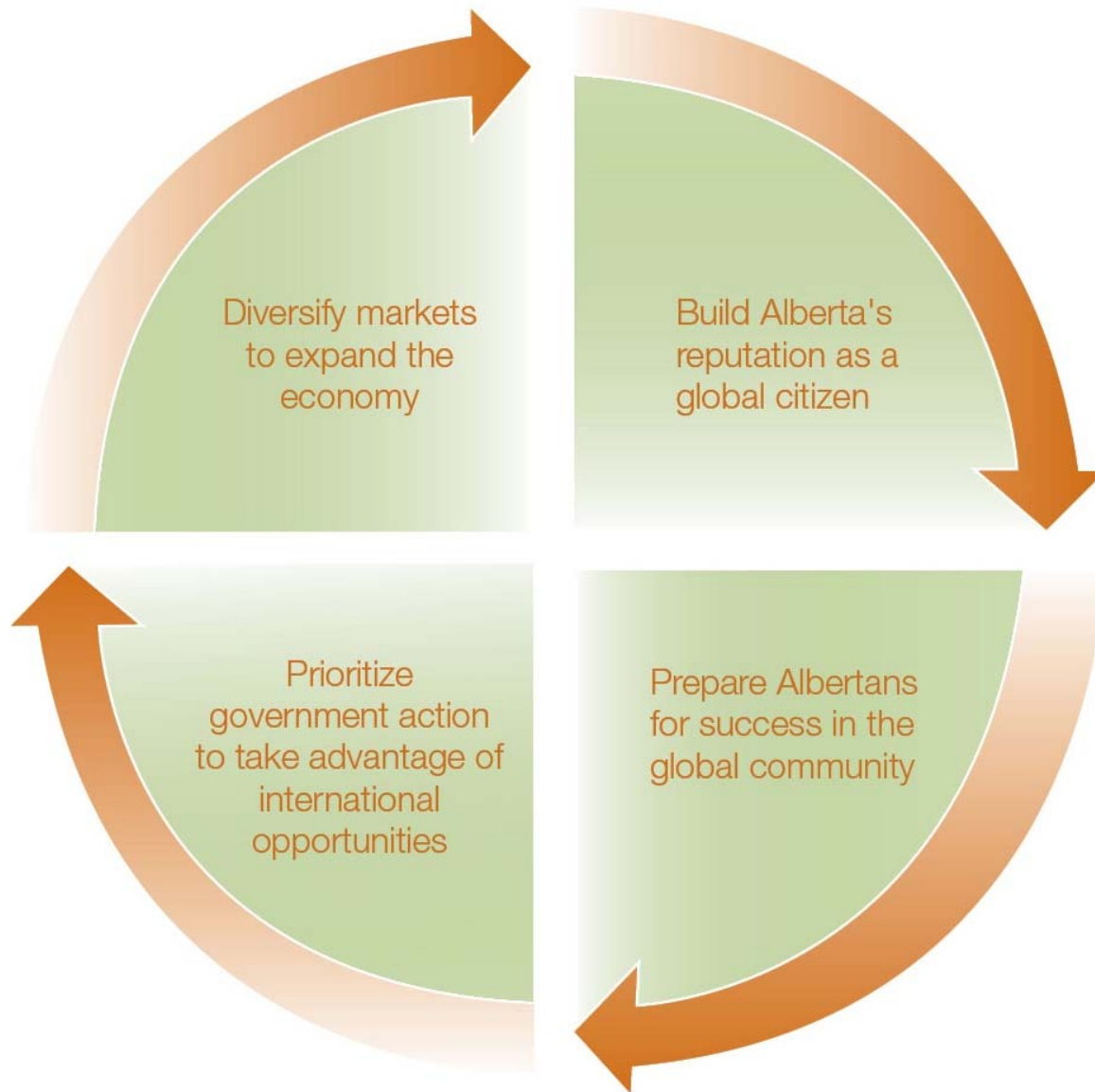
International Vision

Alberta will be regarded internationally as a:

- Desirable place to live, work, travel, study and conduct research
- Safe, secure and responsible energy producer
- Preferred supplier of goods and services to the world



Four International Strategy Objectives



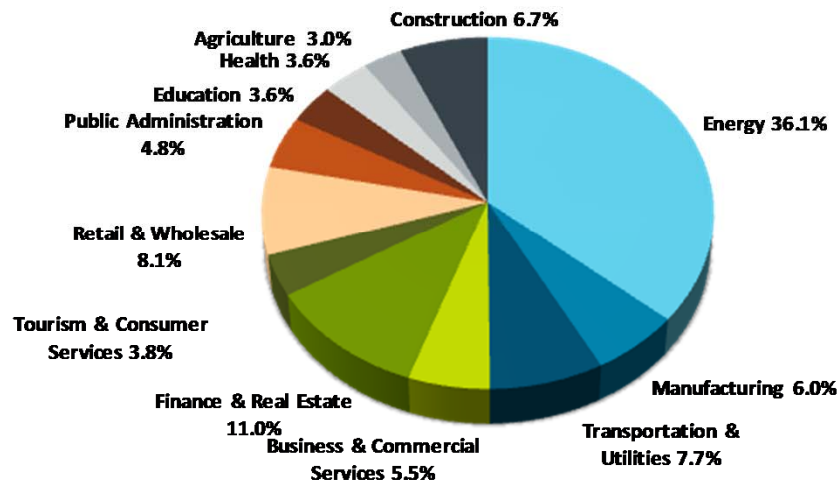
Why Export?

Benefits to your business includes:

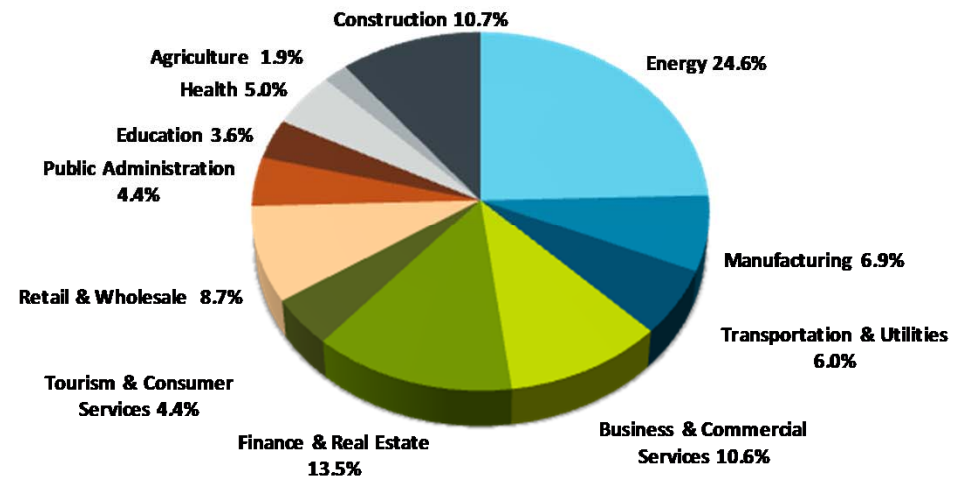
- Increased sales
- Higher profits
- Economies of scale
- Reduced vulnerability
- Increased knowledge
- Global & domestic competitiveness

Benefits to Alberta

Economic Diversity: 1985
 Percentage Distribution of GDP
 Total GDP: \$66.8 Billion



Economic Diversity: 2013
 Percentage Distribution of GDP
 Total GDP: \$331.9 Billion



Sources: Statistics Canada; Alberta Treasury Board and Finance; and Alberta Innovation and Advanced Education

GoA Trade Development Leads

- International & Intergovernmental Relations (IIR)
- Agriculture & Rural Development (ARD)
- Tourism Parks & Recreation (TPR)

International & Intergovernmental Relations

The GoA's lead international marketing team responsible for coordinating and delivering investment attraction and trade promotion activities and services focused on targeted international markets.

Works closely with and assists other GoA ministries that have complimentary international mandates and objectives.

IIR Trade Priorities

Environment & Energy

- Alternative & Renewable Energy
- Oil & Gas Equipment & Services
- Environmental Products & Services
- Hydrocarbon upgrading / oil sands value-added

Advanced Industries

- Aerospace & Defense
- Building Products & Technologies
- Health & Bio Industries / Medical Devices
- Information & Communication Technologies

IIR Trade Program

IIR's trade development program is based upon providing Alberta companies with valuable:

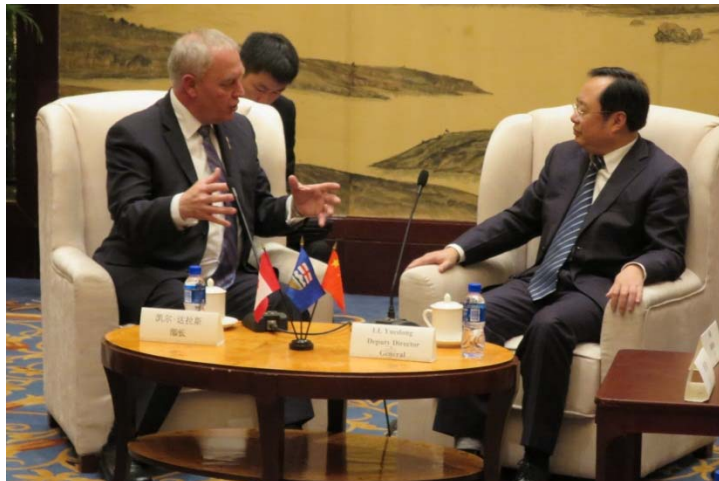
- Information – export readiness, benefits and opportunities
- Intelligence - market & competitive
- Introductions – clients, partners, facilitators & business networks and showcasing of products & services

Trade Service Delivery

- Respond to export enquiries from Alberta companies
- Conduct outreach to discuss export opportunities with targeted companies
- Build and lead outbound trade missions to targeted markets
- Provide market opportunity reports and studies.
- Build, lead and support inbound buyers missions from targeted markets
- Showcase and promote Alberta company technologies, products and services
- Facilitate networking events and programs, and contact introductions in priority markets

Recent Successes

- **Mission to Europe** in November 2013 supported 24 Alberta companies and included participation at Medica, the world's largest health technology conference and exhibition.
- **Mission to India** in January 2014 supported 20 Alberta oil and gas companies at Petrotech, South Asia's largest oil and gas conference and exhibition.
- **Mission to China** in March 2014 supported Alberta companies as they expand globally in the areas of environmental protection and responsible resource development.





Potential 14/15 Trade Events

- OTC (Houston/Oil & Gas) May 2014
- Farnborough Airshow (UK/Aero) June 2014
- Computex (Taiwan/ICT) June 2014
- Heavy Oil Latin America (Mexico/Oil & Gas) Sept. 2014
- ATCE (New Orleans/Oil & Gas) Sept. 2014
- ADIPEC (UAE/Oil & Gas) Nov. 2014
- Greenbuild (Philadelphia/Building Products) Nov. 2014
- Medica (Germany/Life Sciences) Nov. 2014
- Mobile World Congress (Spain/ICT) Feb. 2015
- China International Petroleum & Petrochemical Tech. Equipment Ex. (China/Oil & Gas) March



IIR Trade Delivery

International Relations branches

- United States
- Europe (continental Europe, Nordics, Turkey, Israel)
- North Asia (Greater China, Japan, S. Korea)
- Emerging Markets (India, Middle East, Africa, Latin America, South East Asia)

Agriculture & Rural Development

Agriculture & Agri-food Products & Services

- Agriculture contributes to a diversified Alberta economy:
 - Food and beverage manufacturing is the province's third largest manufacturing industry in Alberta
 - Exports of agriculture products are valued at \$8.7 billion
- Agriculture sector contributes to \$7.4 billion to Alberta's GDP
- Agri-food industries employ about 83,000 Albertans
- There are over 43,000 farms in Alberta and 507 food and beverage companies in Alberta.
- Roughly one third of Alberta's land is used for crop and livestock production (50 million acres).

Agriculture & Rural Development

- To ensure continues to be a world-class industry in Alberta, the ministry manages programs in four critical areas:
 - Position industry for growth through access and development of new and existing markets
 - Consumers have confidence and assurance that Alberta is an environmental steward and leader in farmed animal health and welfare, plant health and safe food products
 - Alberta's agriculture industry development initiatives maximize value and enable economic sustainability
 - Rural Alberta has the development opportunities necessary for ongoing economic success

Tourism, Parks and Recreation

Tourism

- Direct tourism expenditures from all visitors (residents and non-resident) in Alberta was over \$7.87 billion in 2011.
- These expenditures resulted in a net economic impact (value-added) of over \$8.99 billion province-wide.
- A total of 139,187 full-time equivalent jobs were sustained province-wide in 2011.
- Over \$3.9 billion in total taxation revenue accrued to all three levels of government in 2011. This included \$2.39 billion to the federal government, \$1.17 billion to the provincial government, and \$404 million to local governments province-wide.

TOURISM EXPENDITURES BY VISITOR ORIGIN

<i>Market</i>	<i>\$ Value (in Millions)</i>
Alberta	\$5,114
Rest of Canada	\$1,454
United States	\$559
Overseas	\$739

Tourism Parks & Recreation

- Alberta's Tourism Framework released in October 2013 identifies the need to facilitate market access through new and enhanced air services as a priority.
- TPR leads provincial advocacy efforts around air access and cost competitiveness of air travel in collaboration with Edmonton and Calgary International Airports.
- Provincial Air Development Strategies for China, India, and Latin America have been developed by TPR in collaboration with both airports, Travel Alberta and AB Transportation.
- Priority markets for increased air access and Open Skies for Alberta include, UAE, China, Hong Kong and Mexico (short-term) and Japan, India, Brazil, Australia and Cuba (long-term).

Environment & Sustainable Resource Development Forestry

- Alberta has 38 million hectares of provincially owned forest
- The approved sustainable harvest level is 19 million coniferous and 12 million deciduous. The actual harvest (10 year average) is 14.5 million coniferous and 8.5 deciduous.
- Employs 13,000 people (directly & indirectly)
- \$537m in revenue to all three levels of government (2012)
- \$33m in timber royalties to Alberta (2012)
- Traditional industry includes: lumber products; panel & engineered wood and pulp & newsprint
- The future includes new products (fibre based on bio-materials, bio-composites and bio-chemicals) and new markets (Asia) for traditional products

Environment & Sustainable Resource Development

- Identifying and pursuing new markets for Alberta products and at increasing demand for traditional wood products in North America and Asia.
- Alberta WoodWORKS! is working with architects and the structural wood systems industry to increase the use of wood in libraries, health centres and an array of other commercial and residential projects.
- Partnerships around the world, identifying new products that Alberta producers could aggressively compete for market share is a priority.

Alberta International Offices

Co-located in Canadian embassy/consulate

- Beijing, China
- Chicago, U.S.A.
- Delhi, India
- London, U.K.
- Mexico City, Mexico
- Munich, Germany
- Seoul, Korea
- Shanghai, China
- Singapore
- Taipei, Taiwan
- Washington, DC, U.S.A.

Stand alone office

- Hong Kong
- Tokyo, Japan



Alberta International Offices Mandate

- Trade promotion
- Investment attraction
- Advocacy
- Skilled worker/immigration attraction
- Education/post-secondary education promotion
- Tourism promotion
- Incoming missions & Premier/Ministers' missions
- Science and research partnerships

In 2012, more than 650 Alberta companies worked with our international office network to participate in trade and investment missions abroad.



Canadian Trade Resources

- Government of Canada
 - Foreign Affairs, Trade & Development Canada (DFATD)
 - Canadian Trade Commissioner Service
 - Former Canadian International Development Agency
 - Agriculture & Agri-food Canada (AAFC)
- Canada Business Network (Business Link)
- Export Development Canada (EDC)
- Business Development Bank of Canada (BDC)
- Canadian Commercial Corporation (CCC)
- Regional Economic Development Alliances
- Municipal Economic Development Agencies

We're here to assist you:
www.albertacanada.com/business/export

Email: export.alberta@gov.ab.ca

- International & Intergovernmental Relations (IIR)
www.international.alberta.ca
- Alberta Agriculture & Rural Development (ARD)
www.agrifoodalberta.ca
- Tourism Parks & Recreation (TPR)
www.tpr.alberta.ca