



U.S. Commercial Service – Canada

Quarterly Newsletter
January 1 – March -31, 2009



From the Desk of the Minister-Counselor

On behalf of the U.S. Commercial Service in Canada, I want to extend our Season's Greetings and Very Best Wishes to all of our clients, colleagues and friends in Canada and the United States. May this New Year bring you and yours good health, much happiness and renewed prosperity in the months ahead.

While we begin the year at a time of global economic uncertainty, we in the U.S. Commercial Service take great comfort in the strength and resilience of our economic partnership with Canada, and look forward to working together with you to address the challenges and seize the business opportunities that will certainly come our way in 2009.

Since the implementation of our Canada – U.S. Free Trade Agreement, some twenty years ago, two way trade between the United States and Canada has grown at an average annual rate of six per- cent. We are confident that this trend will continue. Today, our two way merchandize trade with Canada alone stands at more than US\$1.5 billion per day. That is over US\$561 billion per year and more than our total trade with all the countries of the European Union combined.

In the year ahead, we in the U.S. Commercial Service will be working hard to support the current trade flow and to broaden and deepen our U.S. exporter base. As our national trade statistics confirm, Canada is the most open and receptive market in the world for U.S. exporters. Therefore, we will be reaching out and encouraging many more small and medium-size enterprises (SMEs), particularly those that are export ready, to consider Canada First and take the plunge into the global market with the help of the U.S. Commercial Service.

Our team of experienced Commercial Specialists offers a wide range of business expertise and services that can help any U.S. SME to compete and win in the global market, starting with Canada First! Later this year, we will be hosting our highly successful RepCan Program, with business development opportunities for U.S. SMEs in Montreal, Toronto and Vancouver. We will be looking forward to welcoming and working with participants from throughout the United States, as we contribute to their business development and growth. Please don't hesitate to contact us, or visit our website. if you have any questions about any of our upcoming programs, activities or services. We look forward to hearing from you and are always happy to assist you in any way we can. Once again, Happy New Year.

Sincerely yours,
Stephan Wasytko

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Economic Indicators

Official Exchange Rate as of January 2, 2009 US\$1 = C\$1.249
Canada's Current Inflation Rate 2.6 percent
View the [Toronto Stock Exchange](#) for the most up to date information

Some Current News You Can Use

- ◆ Governor Bill Richardson named as new U.S. Secretary of Commerce. [Read more](#)
- ◆ U.S. Commerce Secretary says Exports Remain Essential to U.S. Economy. [Read more](#)
- ◆ Prime Minister Stephen Harper wins with minority government. [Read More](#)
- ◆ Prime Minister Stephen Harper appoints new federal cabinet. [Read more](#)
- ◆ Canadian Parliament is prorogued. [Read More](#)

CS Canada Highlights from October 1, 2008 to December 31, 2008

Maine Mission Visits Canada to promote Trade

November 16-21, 2008 the Maine International Trade Center carried out its 2008 Gubernatorial Trade Mission to Vancouver and Toronto, Canada. The Trade Mission began in Vancouver and then moved onto Toronto. Various industry sectors such as aerospace, wind power, machine fabrication, safety boots, building supplies, education, and boat building were represented by the eight company delegation.

Bridges to Prosperity US - Canada Crossborder Seminar

On October 7, 2008, the U.S. Commercial Service partnered with the Surrey Board of Trade, Bellingham/Whatcom EDC and Skagit County EDA to host a successful "Bridges to Prosperity" US-Canada Crossborder Seminar. The main focus of the seminar was the importance of U.S. and Canada trade relationship. A number of important issues were addressed, including: Border Security, Shipping Logistics, Government Procurement, and Marketing Strategies.

CS Toronto Makes Travel to the USA a High Priority

The U.S. Commercial Service (USCS) in Toronto capitalized on the Ontario Motor Coach Association (OMCA's) Annual Convention and Marketplace on October 19-20, 2008 securing 35 appointments with Canadian tour operators to promote "Travel to the USA." USCS released a flyer promoting all state tourism offices at OMCA and arranged a presentation on the Western Hemisphere Travel Initiative (WHTI) requirements. Effective June 1, 2009, travelers will be required to present a single WHTI-compliant document proving both citizenship and identity when entering or re-entering the U.S. by any mode. <http://canada.usembassy.gov>

Assisting New York firms in exporting to Canada

On December 2nd, 2008, CS Canada, New York State's Department of Economic Development, and U.S. Export Assistance Centers in New York discussed federal-state government cooperation to better assist NY firms export to Canada. NY firms seeking to export to Canada can benefit from this closer cooperation and have greater access to CS Canada's in-depth knowledge and networks in the Canadian marketplace. Other opportunities for collaboration discussed were assisting NY trade missions to Canada, and NY firms participating in Canadian trade shows.

[CNUSA](#) promotes U.S. firms capitalizing on [Canada First Initiative](#)

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Market Research Reports for Your Use....

Our commercial specialists in Canada conduct market research and publish reports to draw attention to emerging opportunities, business trends and market developments with implications for U.S. exporters. We also conduct customized market research to address our individual client's interests and needs. Let us know if you need further details.

Published from October 1 to December 30, 2008

- ◆ **Use of "Natural Health Products" expands in Canada**
More than 50 percent of Canada's imports of vitamins and derivatives are from the U.S., accounting for one third of market demand. With increasing health concerns among Canadians and a growing market for NHP, business opportunities for U.S. suppliers are endless. [Read more](#)
- ◆ **Positive Growth for the Canadian Materials Handling Machinery Industry**
After a slight decrease in 2007, the Canadian Materials Handling Machinery industry continues to demonstrate positive growth. In 2007, 62 percent of total imports originated from the U.S. with a value of US\$ 3.2 billion. [Read more](#)
- ◆ **CANECT 2009, Canadian Environmental Conference and Tradeshow**
In April of 2009, the Canadian Environmental Conference and Tradeshow CANECT 2009 will take place in Toronto. The trade show will host a large number of exhibitors promoting their services and product lines. This is a great opportunity for U.S. companies interested in exporting to Canada. [Read more](#)
- ◆ **Predicted Growth in the Canadian Equine Market**
The Canadian equine industry is estimated at \$12.5 billion per year; of which \$2.6 billion is generated by horse racing. Equine Canada, the national body that represents Canadian equestrian sports predicts a growth of the equine sector. There are significant opportunities for U.S. providers of feed and veterinary services, saddlery and other horse-related equipment. [Read More](#)

View the full [market research reports](#) listed above and many other reports on our website www.buyusa.gov/canada.

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Upcoming Industry Reports on

- ◆ Canada's Country Commercial Guide - 2009
- ◆ Canadian Travel and Tourism to the U.S.
- ◆ Coal Mining Industry in Canada
- ◆ Ethanol Production in Canada's Agriculture Sector
- ◆ Canada's Canoe and Kayak Market
- ◆and many others

Canada First - Building Bridges to Prosperity - Trade Events

The Commercial Service in Canada is committed to providing U.S. exporters with a wide range of cost-effective, efficient, trade promotion opportunities to access the Canadian market. Listed below are some of the upcoming events on our trade promotion calendar in Canada. To ensure the highest quality of individual service, client participation is limited and awarded on a first come first served basis.

Let us know if you need further information regarding your participation.

- ✿ [U.S. Interoperability Technology Seminar](#)
January 15, 2009
Ottawa, Ontario
- ✿ [Webinar on Canada's Market for Coal & Mining](#)
January 28, 2009
- ✿ [CANECT 2009](#)
April 21-22, 2009
Toronto, Ontario
- ✿ [British Columbia Mining Opportunities 2009](#)
May 5-6, 2009
Vancouver, British Columbia
- ✿ [Go-Expo 2009](#)
June 9-11
Calgary, Alberta
- ✿ [U.S. Information Technology Security Software Seminar](#)
June 11, 2009
Ottawa, Ontario
- ✿ **Repcan 2009**
Fall of 2009
Toronto, Montreal and Vancouver
Repcan, our most effective event is back. This event assists new to market, small and medium-size companies interested in finding representation in Canada. This event is ideal for all companies regardless of the sector. Stay tuned for more information!

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Do You Want to be a Featured U.S. Exporter in Canada?

Featured U.S. Exporters ([FUSE](#)) are U.S. companies that advertise on our [BuyUSA website](#). Learn more about this program and how it can help to raise your profile in Canada by contacting Senior Commercial Specialist [Lucy Latka](#).

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[Directory of U.S. Commercial Specialists in Canada](#)



Snap Shot of Ontario – Canada's Economic Engine

The name "Ontario" comes from a native word, "Onitariio" or "Kanadario," loosely meaning "beautiful" or "sparkling" water or lake.

Area:	415,000 sq. miles – second largest Province in Canada
Population:	More than 12 million - one in three Canadians lives in Ontario
Language:	English (official), French, Chinese, Italian and German
Government:	Liberal - Premier Dalton McGuinty
GDP:	\$556 billion dollars-40 % of the country's GDP (est. 2006)
Provincial Capital:	Toronto
Main Industry:	Manufacturing, agriculture, forestry, mining, services

Upcoming U.S. Embassy/Consulate Holidays

January 1 - New Year's Day

January 2 - Province of Quebec Civic Holiday

January 19 - Martin Luther King Day

January 20 - Inauguration of Barack Obama 44th President of the United States of America*

February 16 - Presidents' Day

* Embassy/Consulates will be open

Play Jeopardy....the Canadian Way

- ◆ **Who invented the snowmobile?** In 1937 Joseph- Armand Bombardier, born in Valcourt, Quebec, invented the first snowmobile and went on to found one of the leading global transportation companies. Bombardier Inc. ranks among the leaders in two fast-paced industries. In aerospace, they are the globe's third largest civil aircraft manufacturer. In rail transportation, they are the world's largest equipment and systems manufacturer.
- ◆ **How many provinces are there in Canada?** There are ten provinces and three territories in Canada.
- ◆ **Which city in the Western Hemisphere ranks #1 in quality of life?** Vancouver, Canada.
- ◆ **What are Canada's main imports?** They are: machinery and industrial equipment, communications and electronic equipment, vehicles and automobile parts, industrial materials (i.e.: metal ores, iron, steel, precious metals, chemicals, plastics, cotton, wool and other textiles) along with manufactured products and food.

Did you know

- ◆ The baseball glove was invented in Canada in 1883.
- ◆ Foster Hewitt, a Canadian sports broadcaster was famous for coining the sports phrase: "He shoots. He scores!"

- ◆ The longest street in the world is in Toronto, Canada. Yonge Street is a whopping 1,178 miles in length -- roughly the distance from San Diego, California, to Seattle, Washington. It starts on the Toronto lakeshore and winds its way northwesterly along Highway 11 to Rainy River, Ontario, at the Minnesota borders. The road actually crosses the river and the border into Baudette, Minnesota, where it joins U.S. Highway 11.

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Travel

- ◆ Year-to-date 2008, Canadian visits grew nearly 12 percent over the same period in 2007 led by land arrivals, up 12 percent. At the same time, air arrivals increased 11 percent. [Read more](#)
- ◆ US-VISIT biometric procedures apply to international travelers holding a non-U.S. passport or visa. [Read more](#)
- ◆ [VISITING CANADA - INFORMATION FOR BUSINESS VISITORS](#)
- ◆ **"TOP 10 INTERNATIONAL MARKETS: 2007 VISITATION AND SPENDING"**
Canada solidified its top market status as the number one travel market of the United States in 2007 by posting a fourth consecutive year of at least 7 percent annual growth. The 2007 visitor level represents an increase of 21 percent since 2000, the year of the previous record for U.S. total visitor volume. Canada accounted for 31.7 percent of total 2007 international visitors staying one or more nights in the United States. [Read more](#)
- ◆ **VISA REQUIREMENTS:** A visa is not required for U.S. citizens to visit Canada for up to 180 days. Anyone seeking to enter Canada for any purpose besides a visit (e.g. to work, study or immigrate) must qualify for the appropriate entry status, and should contact the [Canadian Embassy](#) or nearest consulate.
- ◆ **MORE INFORMATION ON [WESTERN HEMISPHERE TRAVEL INITIATIVE \(WHTI\)](#)**

Do you know someone who would benefit by doing an Internship with the U.S. Commercial Service in Canada?

The U.S. Commercial Service in Canada offers internship opportunities to students interested in working in a dynamic environment and furthering their understanding of the biggest trading relationship in the world. Please note that prospective interns must be enrolled in an educational institution at the time of application. [Read more](#)

Newsletter Comments

Tell us what you think! If you have any questions, comments or suggestions about the USCS Newsletter, please send them to lucy.latka@mail.doc.gov.

If you would like to unsubscribe from our newsletter, please contact [Lucy Latka](#).

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