

Foreword from Kevin McGurgan OBE - British Consul-General Toronto and Director General Department for International Trade in Canada



The UK is Canada's largest European trading partner. Our bilateral trade relationship worth over £17 billion a year and Canadian investors have a significant presence in Britain, in industries from airports and advanced manufacturing, to financial services, energy, real estate and life sciences. Our trade in goods is underpinned by the CETA free trade agreement, under which 98% of exports are free from tariffs. Canada is a sophisticated market in which British exporters feel comfortable and thrive, with legal and political systems very similar to our own.

Our close trade and investment links extend across all sectors of the economy from travel and tourism, financial services, defence and telecommunications to artificial intelligence, the creative industries and life sciences. The UK's Department for International Trade staff work in Ottawa, Toronto, Montreal, Calgary and Vancouver to support exporters and explore opportunities for businesses to export and grow. We work with governments at municipal, provincial and federal levels, and with our colleagues in Canada House in London, identify and promote opportunities for economic growth.

Britain and Canada have a shared commitment to fundamental values including human rights, freedom of speech, equality and free trade. These values form the basis of the

closest possible partnership in defence, security and foreign policy. I look forward to working with potential UK exporters and the Institute of Export and International Trade to showcase the best that British businesses offer for the Canadian consumer and market.

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