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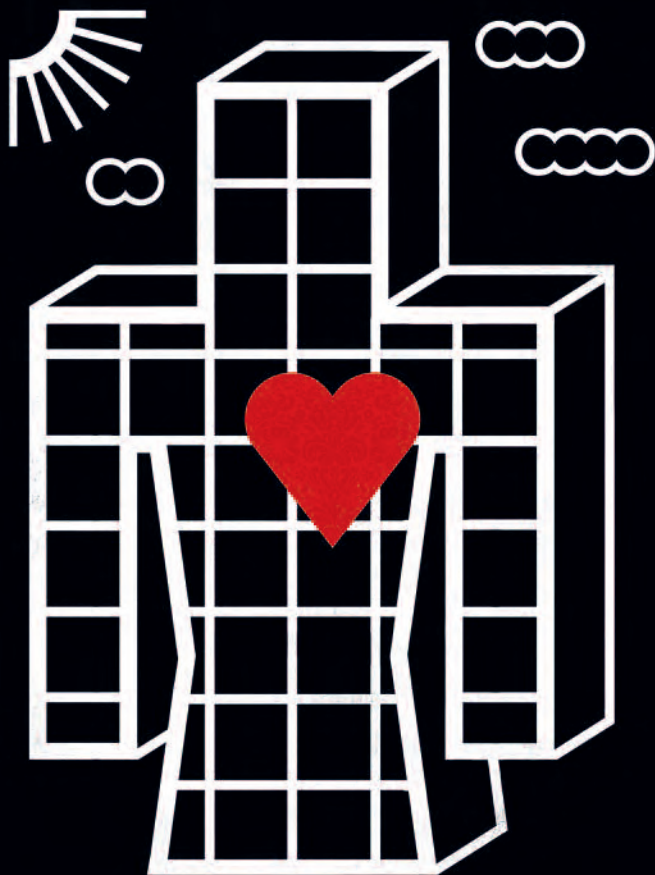


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Canada overview

Canada is the world's second-largest country and eleventh-largest economy, with a population of 37 million people.

There are extensive historical ties between the UK and Canada, and English is one of Canada's two official languages. With the exception of Québec province, it has a legal system based on that of the UK's, strong Intellectual Property rights protection, little tolerance for corruption and a high degree of transparency enhancing government integrity.

The UK and Canada have a strong relationship that extends to many of the world's most important international institutions, sharing membership of the Commonwealth, G20, G7, the World Trade Organization and NATO, among others.

With a business-friendly environment built on world-class cities that consistently rank as the best places to live, work and play, and with the fastest growing economy in the G7, Canada's sophisticated market provides strong commercial opportunities for British businesses across all sectors.

The UK exported £10 billion of goods and services to Canada in 2017, making it the UK's eighth biggest export market outside the EU, and the UK is Canada's seventh largest source of goods imports and second largest services trading partner.

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Welcome from Lesley Batchelor OBE, FIEEx (Grad) – Director General, Institute of Export & International Trade

This Doing Business in Canada Guide looks at the world's second-largest country by surface area and the UK's eighth biggest export market. With a population of 37 million, Canada has historic ties to the UK as a former British Colony and English is one of its two official languages, alongside French. It is one of the world's richest nations, with vast oil reserves and significant exports of energy, food and minerals.

It has several economic ties with its neighbour, the USA, and is a member of several significant trade blocs, including the Asia-Pacific Economic Cooperation (APEC), the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), and the recently agreed US-Mexico-Canada Agreement (USMCA) that has taken the place of the recently dropped North American Free Trade Agreement (NAFTA). Ranked 22nd in the World Bank's 'Doing Business' rankings in 2019, Canada also has a far-reaching trade agreement with the EU - the EU-Canada Trade Agreement, or CETA as it's more commonly known.

All this, alongside a stable political environment and solid recent economic growth, makes Canada a great market for UK businesses. Furthermore, it is considered to be one of the most transparent and least corrupt markets in the world, enabling UK businesses to export there with confidence and security. In 2016, the UK exported £8.2 billion of goods and services to Canada. Canada's top imports include vehicles, boilers and machinery, electrical and electronic equipment, and business and governmental services. As with any market, there are certain challenges to doing business in Canada. If you are exporting to Canada, you will need to make an export declaration to HMRC through the National Export System (NES). Although the UK and Canada have a double taxation agreement and sales of goods can be zero-rated in terms of VAT, you need to ensure that you have evidence of the exporting of the goods within 3 months of the sale.

There is a Goods and Services Tax (GST) levied at 5% in most Canadian provinces which will often get passed onto the customer, while there is also a Harmonized Sales Tax in some provinces where federal GST is combined with local provincial sales taxes. Finally, if you are selling into Québec, be aware that French is the language of business under provincial law, so translation or an interpreter may be required. In terms of business culture, like the USA, Canadians are often very friendly and will deal in first-name terms in most situations. Their communication style is quite direct and you'll need to ensure you can be direct and succinct with prospective partners there.

Despite being on the other side of the Atlantic, Canada is probably one of the more approachable markets for UK exporters outside of Europe, due to a shared language, historic ties, and its pro-business culture. As ever, if you're looking to expand into the Canadian market, the Institute is more than happy to help you through our training, qualifications, technical helpline and other membership benefits.

Lesley Batchelor OBE, FIEEx (Grad)

Director General – Institute of Export & International Trade

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British High Commission Ottawa



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.

Kevin McGurgan OBE

British Consul-General Toronto and Director General Department for International Trade in Canada

<https://www.gov.uk/world/organisations/british-high-commission-ottawa>

We have facilitated bilateral business relationships for nearly 100 years.



Since our beginnings in 1921, the Canada-UK Chamber of Commerce has had one consistent mission: to coordinate business activities between Canada and the UK.

Our Chamber is comprised of representatives and leaders from some of Canada and the UK's most recognizable businesses. When you join our organisation, you'll meet exceptional members who are experts in business—and learn from exceptional speakers at our many events.

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CANADA-UK A SPECIAL RELATIONSHIP

Our members large or small are working in the most challenging business environment for a generation, preparing themselves for new trading and investment realities between Canada and the UK, the UK and the EU, and Canada and its North American neighbours. Given this context it is re-assuring to know that the 'special' relationship between Canada and the UK continues to be robust and vibrant, reflecting the long history and common values the countries share.

The UK remains Canada's biggest trading partner in Europe, and the countries enjoy significant two-way investment flows. Canadian brands are making regular headline news in the UK, such as Avison Young acquiring GVA, one of the UK's leading and most diverse real estate advisory-led businesses. In Canada, British brands are also in the news with Shell announcing its final investment decision on LNG Canada, a major LNG project in British Columbia, for example.

CANADA-UK CHAMBER OF COMMERCE

The Canada-UK Chamber of Commerce is a 98-year-old, bilateral chamber founded in 1921 in London. The Chamber's mission is to be the foremost non-governmental authority on all aspects of two-way trade and investment between Canada, the UK and Europe. We are a corporate membership organisation with over 300 member organisations of all sizes, making introductions and referrals for our 4,500 member contacts. Our events programme with our 7 forums and 4 committees offers our members and contacts over 50 events per annum to network with business, political and thought leaders, showcase and launch their own products and services in new markets, make extensive B2B contacts, learn from the experience of others, and give and receive training.

In the UK contacts are maintained principally with the Department for International Trade, the Department for Business, Energy & Industrial Strategy, the Department for Exiting the European Union, the Foreign & Commonwealth Office, City of London Corporation, UK foreign direct investment agencies, regional development agencies and local enterprise partnerships. The Chamber works closely with the High Commission of Canada, the London offices of the Governments of Alberta, British Columbia, Ontario and Québec, with Federal and other Provincial Government departments and offices in Canada, the British High Commission, British and Canadian Chambers of Commerce and Boards of Trade, municipal authorities, business groups and trade associations. In the UK the Chamber is a leading participating member of the Council of Foreign Chambers of Commerce, and maintains close links with bi-lateral Canadian chambers of commerce in Europe and around the world.

We are proud to have represented on our Board an engaged and supportive group of Charter members, including some of Canada and the UK's most successful brands. As a company limited by guarantee, the chamber remains focused on the needs of our members, and the growth of bilateral trade between Canada and the UK. We know this is a critical period for international trade and development, a subject at the very epicentre of the Chamber and its purpose.

We are happy to discuss ideas on how your organisation can make the most of B2B branding opportunities through our network in Canada and the UK.

Nigel Bacon
Chief Executive Office
Canada-UK Chamber of Commerce
www.canada-uk.org



HM Government



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Department for International Trade (DIT)

(formerly UK Trade & Investment - UKTI)

DIT is the British Government department that helps UK-based companies succeed in an increasingly global economy. DIT also helps overseas companies bring their high quality investment to the UK's economy. DIT's range of expert services are tailored to the needs of individual businesses to maximise their international success. DIT provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, DIT can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, DIT have professional advisers around the UK and staff across more than 100 countries.

Contact DIT

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

<https://www.great.gov.uk/contact/office-finder/>

General enquiry number: +44 (0) 207 215 5000
Department for International Trade
3 Whitehall Place
London
SW1A 2AW
United Kingdom

Email: enquiries@trade.gsi.gov.uk



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Without support from UK Export Finance, White Light wouldn't have been able to take on a major contract for a theme park in the Middle East. Working with their bank we were able to provide a government-backed guarantee. This freed up White Light's working capital to take on the contract, which in turn boosted their revenues by over 20%.

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UK Export Finance

UK Export Finance is the UK's export credit agency

Our mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector, while operating at no net cost to the taxpayer.

We help UK companies of all sizes and in all sectors win, fulfil and get paid for export contracts. We provide insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

As the world's first export credit agency, established in 1919, we've been innovating since day one. Last year, we provided £6.8 billion of support for UK exports, helping 262 companies sell to 72 markets around the world and supporting an estimated 47,000 UK full-time equivalent jobs.

79% of all companies supported with finance and insurance were small to medium-sized businesses.

To check your eligibility for trade finance and insurance visit:
www.great.gov.uk/trade-finance

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD)

Website: www.gov.uk/uk-export-finance

Telephone: +44 (0) 20 7271 8010

Email: customer.service@ukexportfinance.gov.uk

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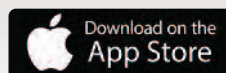


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About International Market Advisor (IMA)

International Market Advisor (IMA) works with British and foreign government departments, Embassies, High Commissions and international Chambers of Commerce throughout the world. Our work helps to identify the most efficient ways for British companies to trade with and invest in opportunity-rich overseas markets.

During the last ten years IMA has worked with the British Government's overseas trade and investment department, the Department for International Trade (DIT) (formerly UK Trade & Investment (UKTI)), and has written, designed, produced, launched and distributed over one million copies of more than 100 country-specific print and multi-media based reports, guides and publications, including the internationally-recognised 'Doing Business Guide' series of trade publications.

These are composed of market and industry sector-specific, multi-format print and digital trade reports, together with some of the internet's most visited international trade websites – all of which are designed to advise and assist UK companies looking to trade with and invest in overseas markets. These reports and guides are then distributed free-of-charge through the IMA and DIT global networks – over 500 distribution outlets in total. Further distribution takes place at global exhibitions, roadshows, conferences and trade missions, and IMA receives daily requests for additional copies of the guides from these networks and from businesses considering exporting.

Each of IMA's 'Doing Business Guides' is produced in three formats: a full colour, glossy, paper-based brochure; a supporting fully-interactive and updatable multi-media based website; and the website contents available as a free-of-charge downloadable smartphone/tablet app.

The guides' contents focus on the market in question, how to approach that market and the help and support available, and include informative market overviews, plus details of business opportunities, listings with website links to British and Foreign Government support services and essential private sector service-provider profiles.

Sponsoring a 'Doing Business Guide' therefore offers a unique opportunity to positively promote your products and services to high-profile business leaders, specific exporters, investors and effective business travellers who will be actively seeking out service providers to assist them in developing their business interests in the targeted markets.

For more information on IMA please visit our website:

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ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Canada Guide** is to provide you with basic knowledge about Canada; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the Department for International Trade (DIT) team in Canada. Full contact details are available in this guide.

To help your business succeed in Canada we have carefully selected a variety of essential service providers as 'Market Experts'.

The guide is available in 4 formats:

- this full colour hard-copy brochure
- a 'free' downloadable 'mobile device-friendly' app – available from the Apple App Store and Google Play Store
- the website: www.Canada.DoingBusinessGuide.co.uk
- PDF download/e-flipbook (available to download from the guide website)

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CANADA

Canada is the second-largest country in the world after Russia, and spans six time zones from the Atlantic Ocean in the east to the Pacific Ocean in the west, with the Arctic Ocean to the north and, at over 243,000 km, has the world's longest coastline. ►



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Why Canada?

■ Summary

Area: 9,984,700 km ²	GDP per capita: US \$46,260.7
Population: 37 million	Annual inflation rate: 2.2%
Urban population: 81.4%	Unemployment rate: 5.8%
Population density: 4 people per km ²	General government gross debt: 90.6% of GDP
Population growth rate: 1.3% change	Fiscal balance: -0.4% of GDP
Capital city: Ottawa	Current account balance: US \$-45.3 billion/-2.6% of GDP
Official languages: English and French	Exports of goods to UK: £5,394 million
Currency: Canadian Dollar (CAD)	Exports of services to UK: £1,799 million
Nominal GDP: US \$1,711.4 billion	Imports of goods from UK: £5,935 million
Real annual GDP growth: 1.8%	Imports of services from UK: £4,064 million

(Source – FCO Economics Unit (May 2019), World Bank)



■ Geography

Canada is the second-largest country in the world after Russia, and spans six time zones from the Atlantic Ocean in the east to the Pacific Ocean in the west, with the Arctic Ocean to the north and, at over 243,000 km, has the world's longest coastline. It has the world's largest number of freshwater lakes – over 2 million, and the world's longest land border, over 8,890 km with the United States to the south.

It has ten provinces and three territories, but despite its vast size it is one of the world's most sparsely populated countries, with most of the population of 37 million living in urban areas and – due to the low temperatures in the winter – within 300 km of the US border. Running north-south in the west of the country are the mountainous Rockies, with heights up to 6,000 m. To the west of these mountains is temperate rainforest bordering the Pacific Ocean, including numerous forested islands and Canada's third-largest city, Vancouver, in the province of British Columbia.

East of the Rockies are the provinces of Alberta, Saskatchewan and Manitoba – the Great Plains – relatively flat grassland used extensively for arable farming, with boreal forest to the north. Further to the east lies Ontario with Canada's largest city, Toronto, and capital city, Ottawa, on the border with the French-speaking province of Québec. Here is Canada's second-largest city, Montréal, and further east are the Atlantic provinces of New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland and Labrador.

To the north of these ten provinces are the territories of Yukon and North West Territories and the newest territory of Nunavut bordering

the Arctic Ocean, which is mostly tundra and ice, and to its north, the large islands of the Arctic Ocean.

[Source – <https://www.britannica.com/place/Canada>]

■ Overview

Canada is the world's second-largest country and eleventh-largest economy, with a population of 37 million people.

There are extensive historical ties between the UK and Canada, and English is one of Canada's two official languages. With the exception of Québec province, it has a legal system based on that of the UK's, strong Intellectual Property rights protection, little tolerance for corruption and a high degree of transparency enhancing government integrity. The Heritage Foundation's 2019 index ranks Canada's economy as the eighth-freest in the world and first among the 32 countries in the Americas region, with an overall score well above both regional and world averages.

In addition to providing the benefit of stable rule of law and a large developed market, Canada is also a good starting point for entering the North American market, as well as the wider Americas. Canada has a free trade agreement (FTA) with the United States and Mexico through the North American Free Trade Agreement (NAFTA), the new Canada-United States-Mexico Agreement (CUSMA) awaiting ratification, and also trade agreements with Panama, Costa Rica, Chile, Peru, Columbia and Honduras.

The EU-Canada Comprehensive Economic and Trade Agreement (CETA) came into force in 2017, and – while the UK is still in the EU – helps strengthen trade between Canada and the UK by eliminating virtually all Canadian

import duties, ending customs tariffs on 98% of goods, eliminating over 90% of tariffs on agricultural products and creating more opportunities for UK companies to bid for Canadian public contracts at all levels of government.

On wider bilateral relations, the UK and Canada have a strong relationship that extends to many of the world's most important international institutions, sharing membership of the Commonwealth, G20, G7, the World Trade Organization and NATO, among others.

With a business-friendly environment built on world-class cities that consistently rank as the best places to live, work and play, and with the fastest growing economy in the G7, Canada's sophisticated market provides strong commercial opportunities for British businesses across all sectors.

[Source – Government of Canada, European Commission, FCO Overseas Business Risk: Canada, Heritage Foundation, World Bank, Invest in Canada, gov.uk]

■ Government

Political context

History and geography have been key ingredients in what has allowed Canada to thrive and become one of the most stable democratic entities in the world today. According to the Economist Intelligence Unit's Democracy Index, Canada is consistently ranked amongst the top ten countries in terms of its political culture, its extensive provision of civil liberties and its advocacy of political pluralism.

Due to its size, and the historical and cultural demands this places upon national unity, Canada has developed a hybrid political structure – combining Westminster-styled

parliamentary democracy with a federal system of governance. Powers are therefore dispersed between three separate levels of government: the federal government, based in Ottawa, comprising of the elected House of Commons alongside an appointed Senate; provincial/territorial government and the municipal (city-level) government.

The federal government, led by the Prime Minister based in Ottawa, is responsible for administering policy for national and international matters. These responsibilities include setting regulations on customs tariffs, banking, Intellectual Property, transportation and providing national defence, whereas provincial and territorial governments primarily hold powers to adapt or change laws involving the use of public lands (natural resources) and they administer the provision of healthcare and education, whilst the municipal government provides more localised governance to cities, towns and districts. More information detailing the division of powers can be found on the Government of Canada website: <https://www.canada.ca/en/immigration-refugees-citizenship/services/new-immigrants/learn-about-canada/government.html>.

Each level of government maintains an ability to levy taxes, although only the federal and provincial governments may set personal, corporate or sales tax, and the federal government alone is authorised to collect customs duties. However, local councils and municipal levels of government are authorised to collect money from property taxes and user fees.

It is important to note that companies seeking commercial opportunities in the infrastructure development sector or in the extractive resources sector must comply with, or work alongside, local and provincial levels of government. This is vital when considering the wider impact of these sectors upon

Indigenous communities, First Nation People(s) and where business practices may have an impact upon their lands.

Where this occurs, businesses are also encouraged to consult federal, provincial and municipal regulations, licencing laws and the permit requirements detailed on the Government of Canada website at: <https://canadabusiness.ca/government/permits-and-licences/>.

[Source – Economist Intelligence Unit, Government of Canada]

■ Business and human rights

Canada is renowned for its status as a world-leader in the promotion of human rights abroad and for its domestic record on rights provisions established under its multicultural constitution. Multiculturalism has become a defining component of Canada's modern identity and is promoted through the 1988 Canadian Multiculturalism Act. Business culture in Canada therefore reflects an emphasis upon pluralism, diversity and understanding – businesses are expected to owe a duty to 'accommodate' the needs and requirements of its workforce.

In terms of employment laws, Canadian legislation provides a wide range of rights and working standards for employees. Like the UK, laws exist which establish working times, wages, holiday allowances, public holidays, parental leave, severance pay, dismissal and hiring practices. However, the terms and extent of these provisions vary depending upon provincial and territorial laws. Minimum wages and public holidays will be areas where this variation is most evident.

Further information outlining the labour rights of workers in the federally-regulated sector as well as a list of Provincial and Territorial Ministries of Labour are available on the 'Employment

and Social Development' section of the Government of Canada website at: <https://www.canada.ca/en/employment-social-development/programs/employment-equity/regulated-industries.html#provlst>.

English and French are the official languages of Canada, with French being the most prominently spoken language in the province of Québec. Due to the need to facilitate the rights of French speakers, the Charte de la langue française (The Charter of the French Language, or Bill 101) establishes French as the recognised language of business in Québec – established within provincial-level legislation.

Businesses seeking to operate within Québec therefore must ensure that appropriate accommodations and protections for French-speaking workers are met alongside English and minority-spoken languages of Indigenous people(s). Details of these requirements upon businesses are available on the Gouvernement du Québec's website: <http://www.legisquebec.gouv.qc.ca/en/show/doc/cs/C-11>.

[Source – Government of Canada, Gouvernement du Québec]

■ Economic overview

The Canadian economy is performing well, with robust growth. The monetary policy stance has been broadly appropriate and inflation is well contained. The housing market is finally showing signs of cooling down, although there are concerns due to trade tensions, uncertainty about the NAFTA and CUSMA as well as the impact of the US Tax Cuts and Jobs Act on Canada's medium-term competitiveness.

An escalation in trade tensions between the US and its major trading partners could

disrupt global supply chains, although positive momentum in the Canadian economy is expected to continue in the short-term, with real GDP moderating to a more sustainable 2% growth. A growing US economy will provide a boost to Canadian exports and is expected to contribute to a narrowing of the current account deficit. See the IMF Country Report No.18/221 at: <https://www.imf.org/en/Publications/CR/Issues/2018/07/16/Canada-2018-Article-IV-Consultation-Press-Release-Staff-Report-and-Statement-by-the-46084> for further information.

Top goods and services imports into Canada

UN Comtrade at: https://comtrade.un.org/labs/dit-trade-vis/?reporter=124&type=c&year=2018&flow=2&commodity_ranks Canada's top goods imports as:

- vehicles
- boilers and machinery
- electrical and electronic equipment
- distillation products and mineral fuels, including oil
- plastics and plastic products
- optical, technical, photographic and medical apparatus
- pharmaceuticals
- pearls, precious stones, metals and coins
- furniture, lighting, signs and prefabricated buildings
- iron or steel products

UN Comtrade at: https://comtrade.un.org/labs/dit-trade-vis/?reporter=124&type=s&year=2017&flow=2&commodity_ranks

Canada's top services imports as:

- travel
- transport
- government services

[Source – DIT Trade and Investment guide: Canada, UN, IMF World Economic Outlook Database, gov.uk]

■ UK and Canada trade

With a shared history, political system and language, many historic ties and affinities exist between Canada and the UK, and Canada is a welcoming environment for UK businesses, with mutually beneficial co-operation in a wide range of areas.

The UK exported £10 billion of goods and services to Canada in 2017, making it the UK's eighth biggest export market outside the EU, and the UK is Canada's seventh largest source of goods imports and second largest services trading partner.

Benefits for UK businesses

There are a number of reasons to choose Canada as an export destination:

- similar business and legal practices to the UK
- fewer trade restrictions due to the CETA
- strong business and consumer base
- one of the most transparent legislatures
- one of the least corrupt nations in the world (9th out of 180 countries in 2019 – the UK is ranked 11th). See: <https://www.transparency.org/country/CAN>

EU-Canada Comprehensive Economic and Trade Agreement (CETA)

CETA entered into force in September 2017 and is one of the most extensive EU free trade agreements (FTAs) to date. While the UK remains in the EU this benefits UK companies by removing 98% of the duties they have to pay at Canadian customs, and helps strengthen trade between Canada and the UK.

Overall the CETA:

- eliminates virtually all Canadian import duties, ending customs tariffs on 98% of goods and eliminating 90.9% of tariffs on agricultural products
- creates more opportunities for UK companies to bid for Canadian public contracts at all levels of government
- makes it easier for UK companies to access Canadian services and investment markets
- improves arrangements for temporary movement of key company personnel and service-providers between the UK and Canada
- strengthens the Canadian Intellectual Property environment, including patent protection for pharmaceutical products
- increases co-operation between the UK, and Canadian standards-setting bodies such as the Canadian Standards Association (CSA), Underwriters Laboratories of Canada (ULC), Canadian General Standards Board (CGSB) and Bureau de Normalisation du Québec (BNQ)

CETA also gives UK investors assured preferential access into the USA and Mexico for goods produced in Canada that comply with rules of origin requirements under the North American Free Trade Agreement (NAFTA). See the Canadian Government site at: <https://international.gc.ca/trade-commerce/trade-agreements-accords-commerciaux/agr-acc/cusma-aceum/index.aspx?lang=eng> for further information, and also on the new Canada-United States-Mexico Agreement (CUSMA) awaiting ratification.

Visit the Official Journal of the European Union site at: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=OJ:L:2017:011:FULL&from=EN> for the full text of the CETA.

For general information about the CETA see: <https://www.gov.uk/government/publications/eu-canada-comprehensive-economic-and-trade-agreement-guidance-for-uk-exporters> from the UK Government, and: <http://ec.europa.eu/trade/policy/in-focus/ceta/> from the European Commission, and: <http://rtais.wto.org/UI/PublicMaintainRTAHome.aspx> from the World Trade Organization (WTO).

Contact a DIT Export Adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation if you are interested in exporting to Canada.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Canada. See: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#canada>.

[Source – European Commission, World Trade Organization, Government of Canada, Office for National Statistics, FCO Economics Unit, DIT Trade and Investment guide: Canada, UKEF, gov.uk]

■ World rankings

In addition:

- In Transparency International's latest 2018 Corruption Perceptions Index (announced January 2019), Canada is ranked 9th out of 180 countries (the UK ranks 11th): <https://www.transparency.org/country/CAN>
- Canada is ranked 22nd out of 190 countries in the World Bank's 2019 Ease of Doing Business Index (the UK ranks 9th): <http://www.doingbusiness.org/en/data/exploreeconomies/canada>
- The World Economic Forum's Global Competitiveness Report 2018-19 ranks Canada 12th out of 140 (the UK ranks 8th): <http://reports.weforum.org/global-competitiveness-report-2018/country-economy-profiles/#economy=CAN>
- Canada is ranked 8th out of 180 countries in the Heritage Foundation's 2019 Index of Economic Freedom (the UK ranks 7th): <https://www.heritage.org/index/country/canada>





Canada – where your business can thrive

HSBC's purpose in Canada and the rest of the world is to provide our customers with access to global opportunities. We achieve this by providing them with our local market knowledge as well as our connections to a deep global network.

With our global reach and dedicated local relationship management teams, we're well placed to support your growth potential. Our award-winning solutions and products across cash, liquidity and trade, and cross-border treasury operations, are there to help you succeed.

As an HSBC customer, your Relationship Manager is dedicated to providing you with the insight you need to grow in Canada and beyond, connecting you to specialists in three key areas:

Global Trade and Receivables Finance

Global Trade and Receivables Finance has been at the core of HSBC since 1865 to finance and facilitate the growing trade between China and Europe. Today, we continue to provide the services and financing our clients need throughout the trade cycle, from the tender process and issuance of a payment order, through to shipment and sales fulfilment. With our holistic approach to trade and supply chain finance, you can benefit from our sophisticated working capital solutions for buyers and suppliers; reduce costs when HSBC can be

at both ends of the transaction; and conduct business in a safe, cost-efficient way with risk mitigation solutions wherever your business trades.

Global Liquidity and Cash Management

Our solutions give you greater control over your cash and collections, helping you to more efficiently manage your liquidity. Our powerful e-banking platform, *HSBCnet*, enables you to make seamless payments between countries and currencies; help you to optimise your working capital; increase control over business expenditures; streamline and enhance visibility of your receivables; and increase efficiency of your operations.

Foreign Exchange

We offer a global network of dealing rooms that connects into HSBC's Canadian centres of expertise in Montreal, Toronto and Calgary. Whether your execution needs are driven by a transactional, event hedging or investment strategy, you can leverage our global footprint and expertise to gain insights and manage exposure; optimise your working capital to make transactions in local and foreign currencies; and execute transactions in a reliable, easy-to-navigate online environment to help optimize your cross-border operations.



Together we thrive

International Subsidiary Banking (ISB)

A global approach, for global businesses.

HSBC's ISB business provides a consistent global banking experience to over 8,000 corporate groups and their international subsidiaries. Operating across more than 50 markets, we are experts in delivering tailored solutions on a global scale.

The HSBC ISB team is uniquely structured to reflect our customers' global teams, enabling us to provide dedicated relationship managers at headquarter, regional and subsidiary levels. By partnering with clients in this way, ISB provides a global approach for global businesses, delivering:

- ◆ **Dedicated contact:** We provide dedicated ISB managers for subsidiaries and one global relationship manager for the parent company, enabling businesses to streamline their financial communications and access rich local insights.
- ◆ **Consistent service:** We recognise subsidiaries as part of global businesses, rather than as disparate smaller entities, meaning we can provide a consistent service across markets and better access to products and financing solutions.
- ◆ **Bespoke solutions:** We map businesses' global needs and develop tailored solutions to deliver cost efficiencies, better use of working capital and reduced risks.
- ◆ **Global connectivity:** We provide customers with a central technology platform and communicate across our HSBC network to create real-time insights and connections for our customers, enabling new business opportunities.

This ISB approach means that we are ideally positioned to provide customers with visibility and control over their global financial position and to optimise their finances. From consolidating bank accounts to leveraging the company's global credit position in subsidiaries around the world, HSBC's ISB team can deliver compelling benefits to both parent and subsidiary businesses, helping facilitate their growth.

To learn more, contact our Country Head of ISB for Canada at +1-416-868-3831

Awards and recognition

- ◆ World's Best Bank for Transaction Services – Euromoney Awards for Excellence 2018
- ◆ North America's Best Bank for Transaction Services – Euromoney Awards for Excellence 2018
- ◆ Canada's Best RMB Bank 2018 – The Asset
- ◆ World's #1 Global Trade Finance Bank – Euromoney Trade Survey 2018
- ◆ Most Innovative Bank and Best Trade Finance Bank – GTR Leaders in Trade 2018
- ◆ Global Bank of Cash and Liquidity Management – Treasury Management International 2017
- ◆ Best Overall Offshore RMB Products/Services – Asiamoney Offshore RMB Poll 2017
- ◆ Best Overall International Bank for BRI (Belt and Road Initiative) – Asiamoney New Silk Road Finance Award 2017
- ◆ Best Bank for Securities Services – The Banker Transaction Banking Awards 2017
- ◆ Best 50 Corporate Citizens in Canada – Corporate Knights 2012-2017
- ◆ Section Distinction and Outstanding Commitment – Employment Equity Awards, Government of Canada 2016-2017



CANADA

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. ►





HELP AVAILABLE FOR YOU

Help available for you

■ Support from the Canada-UK Chamber of Commerce

As a facilitator of meaningful business relationships between Canada and the UK, the Canada-UK Chamber of Commerce offers a variety of membership options for all business levels.

Charter

Best for large corporations, the Charter membership is the most prestigious member option within the Chamber. Members of this level will receive priority to board positions, forums, business referrals, trade queries, and more.

Group

The perfect fit for larger corporations with 50 or more employees. Join any forum of choice, nominate contacts for the Chamber's database, and attend the Chamber's most popular events.

SME Corporate

For smaller corporations, the SME Corporate membership allows small businesses to experience many of the Chamber's benefits, including select introductions, event access, listings access, and other perks.

Overseas

For members based outside of the UK, this membership promotes trade between Canada and the UK through listings, event access, trade queries, and additional benefits.

Personal

For retirees and post-graduates only, the personal membership grants access to partial Chamber benefits and brings ample networking opportunities through events.

Opportunities for members within the Chamber include:

- The ability to contact members directly at events, electronically via directories, or via introduction courtesy of the Secretariat
- Referral of trade queries to members from non-members and other members
- A free copy of the Chamber's Directory of Members, which lists fellow members with contact details in hard and soft copy
- The option to access corporate lists of Canadian companies in the UK and British companies in Canada
- Contribution opportunities for Chamber e-newsletters and advertising sponsorships
- Up-to-date FAQ sheets about investing in Canada and the UK
- Event co-hosting, sponsorship, and speaking opportunities
- A portfolio of 45+ yearly business networking breakfasts, evenings, workshops, seminars, lunches, and dinners
- Ability to join forums and committees across a wide variety of sectors, including Diversity and Inclusion, Mining and Natural Resources, and Technology forums

[Source – Canada-UK Chamber of Commerce]

■ Support from the UK Department for International Trade (DIT)

The UK Department for International Trade (DIT) provides tailored support packages for



companies who are:

- first time exporters (FTEs)
- small and medium-sized enterprises (SMEs)
- medium-sized businesses (MSBs)

Business opportunities

If you are a UK-registered company you can benefit from a unique programme, 'Exporting is GREAT', presenting real-time export opportunities that you can apply for online. This is part of the drive to significantly increase the number of UK companies exporting.

'Exporting is GREAT' is part of the UK Government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on: <https://www.great.gov.uk/>.

Selling online overseas

Use this service to help choose a suitable online marketplace to sell your products overseas.

You can:

- find major online marketplaces in other countries
 - see whether these online marketplaces are suitable to sell your products
 - discover how to list your products on an online marketplace
 - get information about costs of listing on the marketplace and how logistics are fulfilled
 - access special terms negotiated by the UK Government
- ### **DIT E-Exporting Programme**
- DIT's E-Exporting Programme aims to help you get your brand to millions of global consumers and grow your business through online exports. DIT's E-Exporting Programme helps you if you are a UK company:
- new to selling online
 - already selling online, but need help with specific issues
 - experienced in online sales, but are looking to sell on multiple platforms globally
- The programme enables you to:
- arrange a free meeting through your local DIT office to get expert international trade advice and support, and access to DIT's global network of contacts. See: <https://www.great.gov.uk/contact/triage/location/>
 - meet a Digital Trade Adviser where relevant, to help you develop and implement an international online strategy
 - set up on e-marketplaces quickly and also identify new e-marketplaces around the world
 - access better-than-commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: <https://www.gov.uk/guidance/e-exporting#preferentialrates>
 - access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: <https://www.gov.uk/guidance/e-exporting#eexpertise>

- join DIT's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends

Find-a-buyer service

This is the place to let international buyers know all about your business – highlight the vital facts about your company to give buyers confidence to get in touch; show off your company's experience and outstanding projects to give potential buyers more insight; get emails from international buyers straight to your sales or business development teams; see relevant government-supported export development events where overseas buyers will be attending.

Events and missions

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshows Access Programme (TAP) provides grant support for eligible SMEs to attend trade shows overseas. Participation is usually as part of a group – a great advantage for inexperienced businesses – and is usually led by one of DIT's Accredited Tradeshows Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions.

The DIT calendar of events has some 400 core events and missions, and 1,000 opportunities across the Tradeshows Access Programme and the English national regions.

DIT Events Portal

The DIT Events Portal provides a single calendar view of all DIT events and missions, and has been developed to provide you with more detailed information on each event in order to help you decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about each event, and also allow you to register for an event.

The DIT Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. See: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>.

DIT webinars

The DIT webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan. These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge.

To see upcoming DIT webinars, please visit: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&> and search for webinars.

Other DIT services

DIT assists new and experienced exporters with information, help and advice on entering overseas markets such as Canada. These services include:

- an Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- training in the requirements for trading overseas
- access to an experienced local International Trade Adviser
- help to grow your business through online exports
- specialist help with tackling cultural issues when communicating with Canadian customers and partners

- advice on how to go about market research and the possibility of a grant towards approved market research projects
- ongoing support to help you continue to develop overseas trade, and look at dealing with more sophisticated activities or markets
- information, contacts, advice, mentoring and support from DIT staff in the UK and their network of staff in Canada
- support to participate in trade fairs in Canada
- opportunities to participate in sector-based trade missions and seminars
- access to major buyers, local government and supply chains in Canada
- advice on forming international joint ventures and partnerships
- exploratory visits to Canada
- alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a DIT Export Adviser at: <https://www.great.gov.uk/contact/triage/location/> for a free consultation, or see further details at: <https://www.gov.uk/world/government/organisations/department-for-international-trade/about-our-services>.

In-market support

If you already export, and have decided Canada is part of your business strategy, you are advised to contact DIT at the British Consulate-General Toronto prior to your visit to discuss your objectives and what help you may need. See: <https://www.gov.uk/world/organisations/department-for-international-trade-canada#contact-us>.

They can provide a range of Canadian-specific services for you, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts; and arranging in-market appointments. In addition, they can also organise events for you to meet contacts in Canada, or to promote your company and your products/services.

For further information about DIT services, see: <https://www.gov.uk/government/organisations/department-for-international-trade/about-our-services>.

[Source – DIT, gov.uk]

■ Support from the Institute of Export & International Trade (IOE&IT)

Raising the profile of international trade qualifications and experienced members is only part of how IOE&IT membership is essential for any individual or business involved with global trade.

Importantly, the IOE&IT also offer access to a unique range of benefits and services specific to international trade:

- Help with any export issues you come across. Our team of experts can help with questions on documentation, export controls, the UK Bribery Act, customs and VAT procedures, regulatory and compliance issues, insurance issues, payment terms, transport and logistics. Members get free access to our experts via a technical helpline. See: https://www.export.org.uk/page/Export_Helpline
- A voice for your ideas and concerns. We represent your point of view and feed back to government, HMRC and other influencing bodies on issues that impact

you, plus participate in Institute responses to central government with regard to proposed legislative changes

- A complete range of international trade qualifications – for those that have no experience, up to those who wish to qualify themselves to take a business degree. The Institute's qualifications are widely recognised as providing both employers and employees with the necessary international business practice linked to satisfying career planning and development. See: <https://www.export.org.uk/page/qualifications>
- A range of short courses giving you the skills and expertise you need to gain a competitive advantage in the challenging and complex world of export, import and international trade. See: <https://www.export.org.uk/page/TrainingCourses>
- An extensive events programme to help you share information and connect at every level in the international trade community, whether it is sector-specific or regional. See: https://www.export.org.uk/events/event_list.asp
- Inclusion in surveys to research the attitudes and changes to world trade

For more information on how the IOE&IT can help you, or on becoming a member, contact the IOE&IT at: <https://www.export.org.uk/page/about>.

Open to Export

Open to Export is the IOE&IT's free online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media, where businesses can ask any export question and learn from each other. Open to Export can be accessed at: <http://opentoexport.com/>.

[Source – Institute of Export & International Trade]



Norton Rose Fulbright

In Canada, we have more than 650 lawyers, patent and trademark agents in business law, dispute resolution and litigation, intellectual property, and employment and labour, based in offices in Calgary, Montréal, Ottawa, Québec City, Toronto and Vancouver.

We serve the interests of Canadian businesses at home and abroad, and advise international clients seeking expansion, practicing Canadian law in both English and French.

Services

Antitrust and competition
Asset-based lending
Banking and finance
Bankruptcy, financial restructuring and insolvency
Capital markets
Class actions
Corporate, M&A and securities
Dispute resolution and litigation
Employment and labour
Energy
Environmental law
Financial institutions
Financial services and regulation
Healthcare
Indigenous law
Infrastructure, mining and commodities

Insurance
Intellectual property
International arbitration
Life sciences and healthcare
Projects
Public-private partnerships (PPP)
Real estate
Regulation and investigations
Risk advisory
Securities litigation, regulation and enforcement
Structured finance and commodity finance
Shipping
Tax
Technology and innovation
Transport

Offices

Calgary	Vancouver
Toronto	Ottawa
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Contact

Charles Hurdon

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charles.hurdon@nortonrosefulbright.com



Our office locations



Norton Rose Fulbright

Norton Rose Fulbright is a global law firm. We provide the world's preeminent corporations and financial institutions with a full business law service. We have more than 4000 lawyers and other legal staff based in more than 50 cities across Europe, the United States, Canada, Latin America, Asia, Australia, Africa, the Middle East and Central Asia.

Recognised for our industry focus, we are strong across all the key industry sectors: financial institutions; energy; infrastructure, mining and commodities; transport; technology and innovation; and life sciences and healthcare. Through our global risk advisory group, we leverage our industry experience with our knowledge of legal, regulatory, compliance and governance issues to provide our clients with practical solutions to the legal and regulatory risks facing their businesses. Wherever we are, we operate in accordance with our global business principles of quality, unity and integrity.

We aim to provide the highest possible standard of legal service in each of our offices and to maintain that level of quality at every point of contact.





Global resources

People worldwide

>7000

Legal staff worldwide

>4000

Offices

57

Key industry strengths

Financial institutions

Energy

Infrastructure, mining
and commodities

Transport

Technology and innovation

Life sciences and healthcare

Europe

Amsterdam

Athens

Brussels

Frankfurt

Hamburg

Istanbul

London

Luxembourg

United States

Austin

Dallas

Denver

Houston

Los Angeles

Minneapolis

Canada

Calgary

Montréal

Ottawa

Milan

Monaco

Moscow

Munich

Paris

Piraeus

Warsaw

New York

St Louis

San Antonio

San Francisco

Washington DC

Québec

Toronto

Vancouver

Latin America

Bogotá

Mexico City

Rio de Janeiro

São Paulo

Asia Pacific

Bangkok

Beijing

Brisbane

Canberra

Hong Kong

Jakarta¹

Melbourne

Port Moresby

(Papua New

Guinea)

Perth

Shanghai

Singapore

Sydney

Tokyo

Africa

Bujumbura³

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Casablanca

Dar es Salaam

Durban

Harare³

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Kampala³

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Middle East

Bahrain

Dubai

Riyadh²

¹ TNB & Partners in association with Norton Rose Fulbright Australia

² Mohammed Al-Ghamdi Law Firm in association with

Norton Rose Fulbright US LLP

³ Alliances

CANADA

British citizens do not usually need a visa to visit Canada for short periods. However, you will need an Electronic Travel Authorisation (eTA). ►





GETTING HERE AND ADVICE ABOUT YOUR STAY

International business can be difficult

For 50 years we've helped
British companies succeed
in global markets.

Let us help you.

Join us.



Visit www.britishexpertise.org

Email mail@britishexpertise.org

Telephone +44 (0) 20 7824 1920



Getting here and advice about your stay

■ Entry requirements

Passports

Your passport does not need to be valid beyond the proposed duration of your stay.

Visas

British citizens do not usually need a visa to visit Canada for short periods. However, you will need an Electronic Travel Authorisation (eTA).

Electronic Travel Authorisation (eTA)

If you are visiting Canada you will need an eTA to board your flight unless you are otherwise exempted. If you have British-Canadian dual nationality, you should present a valid Canadian passport to board your flight to Canada.

You do not need an eTA if entering Canada by land or sea, but you must travel with appropriate travel documents and ID. Visit: <http://www.cbsa.gc.ca/travel-voyage/td-dv-eng.html> for further details.

You can apply for an eTA at the official Canadian Government site: https://www.canada.ca/en/immigration-refugees-citizenship/services/visit-canada/eta.html?utm_campaign=eta_20150417_travel&utm_source=online_vanity_url&utm_medium=web-marketing&utm_content=canada.ca-eta.

UK Emergency Travel Documents (ETDs)

ETDs are accepted for entry, airside-transit and exit from Canada, and it is possible to apply for an Electronic Travel Authorisation (eTA) using an ETD.

Travelling to the United States

You are advised to check the entry requirements of the US authorities at: <https://www.gov.uk/foreign-travel-advice/usa/entry-requirements> if you intend to travel on to the United States from Canada.

If you have already been admitted to the USA under the US Visa Waiver Program (VWP) and are making a short trip to Canada, you should be re-admitted to the United States as long as you continue to meet the VWP requirements. However, you are advised to check on the website of the US Customs and Border Protection at: <https://www.cbp.gov/travel/international-visitors/visa-waiver-program>.

[Source – Foreign Travel Advice: Canada, gov.uk]

■ Local laws and customs

Although recreational cannabis is legally available throughout Canada, local laws vary between provinces. However, you should be aware that cannabis is a Class B prohibited substance in the UK, and it is illegal to bring any form of cannabis into the UK without a valid licence issued by the Home Office – this includes cannabis and cannabinoid oils prescribed for medicinal purposes in Canada.

It is also illegal to take cannabis across the Canadian border without a permit or exemption authorised by Health Canada. For further information visit the Canadian Border Services Agency site at: <http://www.cbsa-asfc.gc.ca/travel-voyage/cannabis-eng.html>.

■ Safety and security

Crime

Crime levels are generally similar to those in the UK, but you should take sensible precautions to protect yourself from petty crime.

In an emergency, call 911 or 0 and ask the operator to connect you to the police. Emergency calls from a public pay phone are free. If your passport is lost or stolen, contact the British High Commission or Consulate immediately. See: <https://www.gov.uk/world/canada> for further details.

Road travel

You are allowed to drive a car in Canada using a full UK driving licence, but some hire companies may require you to additionally have an International Driving Permit (IDP). See: <https://www.theaa.com/driving-advice/driving-abroad/idp>. Make sure you take out full insurance cover if you hire a vehicle.

Each province has its own traffic and safety laws, but seat belts are compulsory in all provinces. With the exception of some parts of Québec, right turns on red lights are generally allowed, but in towns and cities you can only turn right on a green light at certain junctions.

Take extra care when travelling on country roads, and watch out for wild animals such as moose.

Winter driving conditions can be extreme. Always monitor local weather broadcasts and take advice before driving in winter, and take food and water, blankets and a shovel in your vehicle. Snow tyres and snow chains are required in some provinces.

Visit the Canadian Government's Transport Canada site at: <http://www.tc.gc.ca/>, the Travel Canada site: <http://www.canada.travel/> and the Canadian Automobile Association (CAA) site at: <https://www.caa.ca/> for further information on driving in Canada.

Terrorism

There is a heightened threat of terrorist attack globally against UK interests and British nationals. You should monitor media reports and remain vigilant as indiscriminate attacks against civilian targets in Canada cannot be ruled out.

The Canadian Government's threat level for Canada is published on their website at: <https://www.canada.ca/en/services/defence/nationalsecurity/terrorism-threat-level.html>.

Visit: <https://www.gov.uk/guidance/reduce-your-risk-from-terrorism-while-abroad> to find out how to minimise your risk and what to do in the event of a terrorist attack.

[Source – Foreign Travel Advice: Canada, gov.uk]

Natural disasters

Although Canada is prone to a number of natural disasters, including hurricanes, very low temperatures – particularly in the north – snowstorms, avalanches, earthquakes, tsunamis, thunderstorms, tornadoes and forest fires, following local warnings and monitoring news bulletins for any latest details will help ensure you stay safe.

You should make sure you have adequate travel insurance, and check with the Canadian Government's Environment and Climate Change Canada site at: <https://www.canada.ca/en/environment-climate-change.html> and the UK Government's FCO Travel Advice

pages at: <https://www.gov.uk/foreign-travel-advice/canada/natural-disasters> for up-to-date information and advice.

■ Health

You should visit your GP or health provider a minimum of eight weeks prior to travelling to Canada, to assess any health risks specific to you or the country itself, and to allow time for any necessary vaccinations.

For information and advice about any risks, visit the Canada-specific pages of the TravelHealthPro website at: <https://travelhealthpro.org.uk/country/41/canada>. You can also receive useful information, advice and guidance from the NHS via the FitForTravel website at: <https://www.fitfortravel.nhs.uk/destinations> and the NHS Choices website at: <https://www.nhs.uk/using-the-nhs/health-care-abroad/>.

Some medicines prescribed or purchased in the UK can be of an alternative legal status and regulations surrounding their usage may vary in other countries. If it is necessary for you to travel with either prescription or over-the-counter medication you should consult the National Travel Health Network and Centre (NaTHNaC) or TravelHealthPro at: <https://travelhealthpro.org.uk/factsheet/43/medicines-abroad>.

If you need emergency healthcare you can visit a hospital's emergency room or attend a walk-in clinic. If needed, dial 911 and ask for an ambulance, and contact your insurance company promptly if you are referred to a medical facility for treatment.

FCO foreign travel advice

If you are travelling to Canada for business, the Foreign & Commonwealth Office (FCO) website has travel advice to help you prepare for your visit overseas and to stay safe and secure while you are there.

For up-to-the-minute advice please visit the foreign travel section pages on the gov.uk website: <https://www.gov.uk/foreign-travel-advice/canada>.

Travel insurance

Make sure you have comprehensive travel and medical insurance before you travel, as well as accessible funds to cover the cost of any medical treatment abroad and repatriation. The cost of medical treatment in Canada is high.

[Source – Foreign Travel Advice: Canada, gov.uk]





London Air Services Business Aviation Industry



Business Aviation Helping Companies Realize their Potential in Canada's Growth Regions

Historically, Canada is a nation built on immigration and economic opportunities and it has become one of the fastest growing G7 nations in population reaching 37 million people in 2018. However, as the world's second largest country, Canada continues to be one of the most sparsely populated countries in the world with a population density of only four people per square kilometre.

Nearly half of Canada's population is settled in major metropolitan centres (Toronto, Ottawa, Montreal, Calgary and Vancouver) along the 6,000-plus kilometre border with the United States, which leaves much of Canada's vast landscape virtually undeveloped and uninhabited.

Much of Canada's recent growth has shifted to Western Canada where resource-based industries of forestry, mining and oil have been encouraging migration, investment and development. Canadian and international companies are quickly serving the needs of this growing region, and many companies are realizing the benefits of business aviation to reach their business potential in the region and across Canada.



Due to the vast landscape of Canada in comparison to its population, there are few transportation options available to companies needing access to multiple locations and remote areas across the country. With thousands of kilometres between major cities, mountainous terrain and unpredictable weather at times, air travel is the best option for business travellers.

However, many companies are finding commercial air travel in Canada doesn't have the best return on investment when employees return to the office fatigued and time is wasted in long queues at the airport, flight delays and layovers for connecting flights.

Business aviation is no longer perceived as a luxurious executive trip; instead companies are realizing the benefits that make business travel in Canada and North America fast, flexible, safe, productive and effective in meeting their corporate goals.



- Business aircraft can reach communities that are not served by commercial airlines. This gives companies direct access to small communities and the ability to reach multiple locations in a short time period and reducing time on the road.
- Chartered jets are often transformed into mobile offices for passengers seeking a private and secure location to meet, plan and work while on business travel, thus improving productivity.
- Passengers decide their own flight schedule according to their business calendar to make the best use of their time while travelling for work.





Starting with just one Bombardier Learjet in 1999, London Air Services allowed London Drugs employees and executives to leverage the flexibility and speed of corporate travel on a private jet in order to maximize time. Now they could visit multiple London Drugs locations across Western Canada in one day because they would set their own flight schedule and not have to depend on commercial flights.

The Birth of London Air Services

London Air Services was born out of necessity by the President and CEO of major retail chain London Drugs, who recognized “time poverty” during his business trips, amidst waiting in queues, airport security and customs, layovers and flight delays. He found that too often, business travel needs were not being met by commercial airlines with their restrictive flight schedules and routes. Once in-flight, commercial airplane cabins also did not foster the privacy and work environment needed to conduct real-time business.

No more time was wasted in airports as employees could board the jet as soon as they arrived; and while in flight, they could continue their work uninterrupted in a safe and private cabin, complete with WiFi Internet access.

Twenty years later, London Air Services has expanded its fleet and more than 90 per cent of its business comes from outside its sister company London Drugs - flying passengers from various industries including real estate, property development, mining, oil and gas, tourism and entertainment.





The LAS fleet now includes:

- Four Bombardier Learjets that seat 8 passengers and can fly across North America. The cabins provide ample workspace, WiFi Internet access and luxurious comforts including premium food service and in-flight entertainment options.
- One Bombardier Challenger jet that seats 12 passengers and can fly non-stop to Europe and Asia. There is room to work (with WiFi Internet access) or relax with flexible seating configurations that swivel, recline and convert to beds for optimal relaxation during a transcontinental flight.
- Two AgustaWestland helicopters that can seat up to 15 passengers and land in the most remote and confined areas

of North America and it can fly in any kind of weather, including ice, sleet and snow thanks to its Full Ice Protection System (FIPS).

Eco-tourism and Luxury in Leisure Travel

London Air Services also serves British Columbia's growing eco-tourism industry where many luxury resorts are in remote areas of the province that are not easily accessible by car, train or commercial airplanes. LAS' helicopters are often used to fly visitors and guests to these resorts, including LAS' sister company that is the luxury Sonora Resort on Sonora Island, BC. While it's only a short 50-minute helicopter flight from Vancouver International Airport, the resort is not accessible by highway so it depends heavily on LAS to bring its visitors.

Nearly 750,000 British visitors travel to Canada each year and "time poverty" can be an issue too as many vacationers want to maximize their holiday time and visit multiple regions across the country. Instead of spending hours in crowded airports and queues, more vacationers are choosing luxury charter jets to start their holiday as soon as they board the plane.

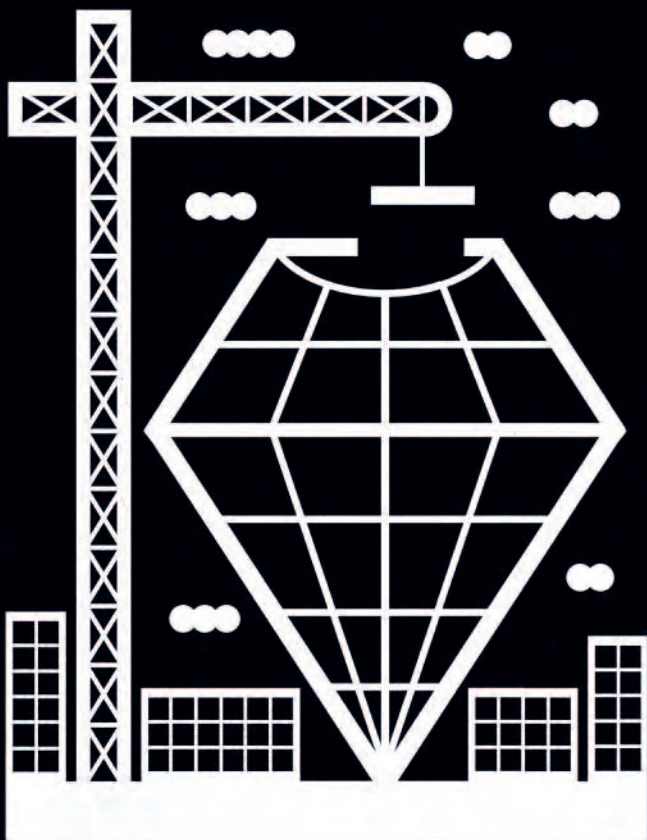
London Air Services representatives arrange all the transportation details from customized in-flight fine dining options, customs declarations and ground transportation at the destination to make it a hassle-free trip.



CANADA

There are numerous opportunities for UK businesses across virtually all sectors in Canada's developed and sophisticated market. ►





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Sector-specific opportunities

■ Opportunities in Canada

There are numerous opportunities for UK businesses across virtually all sectors in Canada's developed and sophisticated market.

Contact the Department for International Trade (DIT) trade specialists to find local representatives for your products via: <https://www.gov.uk/overseas-customers-export-opportunities>.

From its worldwide network, DIT can provide international export sales leads. Find export opportunities in Canada at: <https://www.great.gov.uk/export-opportunities/>.

For more information about opportunities and advice on doing business in Canada contact DIT at: <https://www.gov.uk/world/organisations/department-for-international-trade-canada#contact-us>.

[Source – DIT Trade and Investment guide: Canada, gov.uk]

Do not forget to check that your goods meet legal requirements for export, at the UK Export Control Joint Unit (ECJU) (formerly known as the Export Control Organisation) at: <https://www.gov.uk/government/organisations/export-control-organisation>.

■ Government tenders

If you wish to bid for public contracts being procured by the Canadian Federal Government you will need to conform to Canadian Integrity

Framework requirements: <https://www.tpsgc-pwgsc.gc.ca/ci-if/ci-if-eng.html>, and register as a supplier to obtain a Procurement Business Number (PBN), see: <https://buyandsell.gc.ca/for-businesses/selling-to-the-government-of-canada/register-as-a-supplier>. This will allow you to access federal government tender opportunities, accessible at: <https://buyandsell.gc.ca/procurement-data/tenders>.

There are additional tender opportunities available with Canada's provincial, territorial and local governments too, which can be accessed via the Canadian Business Network at: <https://canadabusiness.ca/government/selling-to-governments/selling-to-provincial-territorial-and-municipal-governments/>.

Partnering with a Canadian firm may improve your chance of success if applying for a government tender. Check with the DIT team in Toronto at: <https://www.gov.uk/world/organisations/department-for-international-trade-canada#contact-us> for assistance and information about third-party advisers if you decide to have your tender bids submitted by a domestic company or consultant.

[Source – FCO Overseas Business Risk, DIT Trade and Investment guide: Canada, gov.uk]

■ Aerospace sector

Canada has a highly competitive aerospace production industry which is commercial and export orientated. In 2017, Canada ranked third globally in terms of civil aircraft, engines, and flight simulator production. The Canadian aerospace industry contributed almost \$25 billion to GDP during 2017 and 190,000 jobs in the Canadian economy. There are 700 companies which comprise of aerospace





manufacturing and maintenance, repair, and overhaul industries. The industry exports about 75% of its output to customers worldwide.

Investment in research and development (R&D) is nearly seven times as intensive as the manufacturing average, at almost \$1.8 billion annually. This represents almost a quarter of total manufacturing R&D investments in Canada.

[Source – <https://aiac.ca/industry-statistics/>]

- Canada's aerospace products meet or exceed the highest standards in safety and reliability, thanks to Transport Canada's world-recognised aviation system.
- The sector is highly integrated into the global value chain, and the industry generated direct annual revenues of almost \$29 billion in 2017, representing a growth of 26% since 2012.
- The Canadian aerospace sector is fully integrated with the United States, Europe, Asia and South America, and is among the most prolific in terms of export intensity and trade diversity.
- The sector is particularly well integrated into the US market, owing to its membership of the North American Free Trade Agreement (NAFTA). It also benefits from one of the world's best multi-modal transport systems.
- Among the G7 countries, Canadian-based aircraft parts manufacturers have the advantage of the lowest cost structure.

[Source – Invest in Canada, <https://www.ic.gc.ca/eic/site/ad-ad.nsf/eng/ad03909.html>]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about aerospace opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Agri-food sector

The Canadian agri-food sector encompasses several industries including farming, service supply, food and beverage processing, food distribution, retail and wholesale. It employs 2.3 million people and accounts for about 8.5% of Canada's GDP, generating over \$110 billion annually. In 2017, total agri-food exports were \$57.7 billion. Foreign investors can expect to join a well-established industry which has a global reputation for high quality products and innovation.

- Canada is the fourth largest barley producer and second largest malt exporter in the world. \$1 billion annually is directly generated from the export of feed barley and malt, and it is an integral part of the brewing and livestock industries. Presently, China has imported 60.6% of all Canada's barley exports, with 31.2% being exported to the US.
- The largest export market is the US, with exports to the US reaching \$30 billion in 2017.
- Canada is a world leader in the production and export of pulse crops, with 7.1 million tonnes being produced in 2017. Other significant agri-food farming sectors in Canada include beef, canola, pork, soybeans, grains, and sugar crops.

- Labour costs at food processing facilities in Canada are 32.2% cheaper (including benefits) compared to US-based establishments, according to KPMG Alternatives 2016.
- The diverse geography of the region makes it ideally suited to provide varied and plentiful raw materials. Manufacturers have consistent access to a range of natural resources to supply the production of first-class agri-food products.
- Canada's agri-food products conform to the highest international standards, thanks to the Canadian Food Inspection Agency (CFIA), which makes rigorous inspections of safety and quality at every stage of the food production process.
- Canada benefits from 14 trade agreements which give investors from 51 countries privileged access to its markets. This ensures that 1.5 billion consumers with a combined GDP of US \$49.3 trillion (more than half of global GDP) have preferential trading conditions with Canada.

[Source – Invest in Canada, <http://cafta.org/agri-food-exports/cafta-exports/>, <http://www.pulsecanada.com/about-pulse-canada/growing-regions/>]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about agri-food opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Automotive sector

Canada has a dynamic position at the hub of the largest and most profitable automotive markets in the world. The Great Lakes automotive supercluster is fully integrated into the market, with a large R&D base, making Canada an optimal location for automotive manufacturers. The sector has been established for over a century, and in 2016 consisted of 1,085 companies and generated \$107.3 billion in factory revenues.

- According to the Canadian Vehicle Manufacturer Association, in 2016, vehicles were the top Canadian export valued at \$63 billion. 97% of exports were to the US, helped by the North American Free Trade Agreement (NAFTA), harmonisation of vehicle standards between the two countries and efficient border and customs procedures.
- Free trade agreements also exist with the EU, such as the CETA, as well as with South Korea, which means that automotive investors in Canada have excellent export opportunities, with integrated global supply chains.
- Canada is forging ahead with new automotive technology, attracting significant global investors such as GM and Ford, as well as tech giants Uber and Google. Expertise in areas such as neural networks, machine learning and AI (artificial intelligence) is driving industry growth.
- The automotive supply sector is well connected to global markets, and offers opportunity for new investment. Canadian auto parts operations benefit from an average of 8.2% lower costs relative to US-based counterparts, and 4.5% lower costs relative to Japan, according to KPMG.

- The Canadian automotive industry has particular expertise in light vehicles, commercial equipment and public transportation manufacturing. It manufactures vehicles for national rail networks, mining applications, and is one of the world's top ten producers of light vehicles.

[Source – <https://www.cvma.ca/priorities/international-trade/>, <https://www.ic.gc.ca/eic/site/auto-auto.nsf/eng/Home>]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about automotive opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Biopharmaceuticals sector

Canada's pharmaceutical industry is strong, and is set to grow from \$22 billion in 2016 to about \$25 billion by 2021. It is one of the leading locations for clinical trials, and several of the world's major biotechnology companies, including Pfizer, Johnson & Johnson, and Novartis, have established R&D and manufacturing bases. There is an innovative research network which collaborates with world-class academic institutions.

- In response to a rapidly changing global environment, the Canadian industry is shifting its business model towards externalised R&D via partnerships and collaborations. This is being supported by government programmes such as Business-Led Networks of Centres of Excellence (BL-NCEs), and Centres of Excellence for Commercialization and Research (CECR).

- In Canada, all areas of the pharmaceutical and biotechnology sub-sectors are represented, and service different markets. These include both brand-name and generic firms, small and medium-sized enterprises (SMEs), contract service providers, and innovation and product development.
- Canada has the 10th largest world market, with total pharmaceutical sales doubling from 2001 to 2016, to \$25.5 billion. This represents a 1.9% share of the global market, with annual growth remaining positive at 2.8%, since 2011.
- Canada has the advantage of the sector's lowest business costs among the G7 countries for the establishment and operation of manufacturing facilities for both medical devices and pharmaceuticals.
- Canada offers the most competitive environment for R&D services for clinical trial administration and for biomedical research of all the G7 countries.
- Canada's pharmaceutical sector is expanding its reach in international markets. Between 2001 and 2017, pharmaceutical exports between Canada and the rest of the world increased by 44% and imports increased by 32%. Currently, over half of Canadian production is exported, mainly to the US, and 68% of the Canadian market is supplied by foreign imports.

[Source – https://www.ic.gc.ca/eic/site/lsg-pdsv.nsf/eng/h_hn01703.html, <https://www.globaldata.com/>]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team

in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about biopharmaceutical opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Business services sector

Canada is at the forefront of a wide range of business-service verticals which make a significant contribution to the economy. New investors will be assisted by deep supply chains and supporting infrastructure. Established niches include legal and accounting services, engineering consulting, project management, data mining, knowledge-process outsourcing, business continuity, disaster-planning support, advertising, logistics and application development.

Canada ranks first among the G7 in terms of business costs for professional services, with an advantage of 27.6%. For corporate services the cost advantage is 26.1%, and for support services it is 24.9%, according to KPMG Competitive Alternatives 2016.

A particularly thriving sub-sector of business services is professional, scientific and technical services, which contributed \$90.97 billion to Canada's GDP and employed 862,558 Canadians in 2016. In the Atlantic region, employment growth averaged 3.2% per year, surpassing every other industry group in the region.

Canadian cities rank highly for quality of living, appearing regularly near the top of surveys such as the City Rankings list for North America. In Mercer's annual Quality of Living Survey 2019, Vancouver was placed in 3rd position globally, with four other Canadian cities ranking in the top forty.

[Source – Mercer]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about business services opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Chemicals and plastics sector

Canada's chemical and plastics sector is valued at more than \$73 billion and continues to expand. Its growth has been helped by secure-access, low priced raw materials and infrastructure. With exports valued at almost \$40 billion, Canada ranks among the world's leaders for chemical and plastic production, and is set to grow by 27% in 2020.

- Canada is the first choice for many global investors in chemical and plastics, owing to cheap and abundant supplies of feed stock and electricity, a skilled labour pool, world ranking research institutions, and ease of access to nearby markets.
- Chemical and plastic producers not only benefit from a robustly growing domestic market, but are located within hours driving distance of 55% of the large North American market, some 190 million consumers. According to the Canada Plastics Industry Association, 93% of domestic exports go to the US, and so the sector relies heavily on the North American Free Trade Agreement (NAFTA).
- A secure and reliable transport corridor for goods has been developed, with Canada's border system and transportation infrastructure acknowledged to be among the world's best. Border initiatives which are designed to cut out red tape

and allow for the efficient movement of pre-approved eligible goods have resulted in an economy which is highly integrated with the US.

[Source – https://www.international.gc.ca/investors-investisseurs/assets/pdfs/download/Chemicals_and_Plastics.pdf]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about chemicals and plastics opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Data and communications sector

Canada has a strong market for data and communications verticals, which holds distinct advantages for new investors. These include competitive labour costs, a highly-skilled talent pool, and favourable tax rates and incentive programmes. Sub-sectors include Cloud computing and data centres, Internet of Things-enabled products, wearable tech, Big Data and Analytics, and telecommunications services and equipment.

- The Canadian communications industry made a total of \$67.6 billion in revenues during 2017, representing an overall growth of 1.5% since 2016.
- Labour costs and tax rates compare favourably to other countries and the workforce is highly educated and experienced, and R&D is first class. Canada has established accelerator programmes that invest in world class innovation, which attracts global communications companies.

- Canada leads the G7 with a 26% cost advantage for business environment in the digital services sector, and up to a 9.6% cost advantage for the telecommunications sector (according to KPMG Competitive Alternatives 2016).
- Canada's leading telecommunications companies include Rogers, BCE Inc., Telus Corporation and Shaw Communications. Global telecommunications and wireless companies who have established operations and R&D facilities in Canada include: ABB, Nokia, AT&T, Avaya Inc., BlinQ Networks Inc., Ciena Corporation, Cisco Systems, Ericsson, Google, Microsoft, and Samsung Electronics.
- Canada has the most cost-competitive business and tax environment in the G7 for digital entertainment, according to KPMG's Competitive Alternatives report (2016). This is partly owing to Canada's provision of financial incentives to qualifying digital media firms, which makes the country a prime location for new investors.
- Canada's animation and digital games industry has a global reputation for innovation and creativity, and is the third largest in the world. The country boasts many world-renown animation schools which contribute to the growing knowledge pool, and it attracts international talent.

[Source – <https://crtc.gc.ca/eng/publications/reports/policymonitoring/2018/cmr3a.htm>]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about data and communications opportunities in Canada.

[Source – *Invest in Canada, DIT*]

■ Digital media sector

Canada has a flourishing digital media industry, which according to the Canada Media Fund is worth \$22 billion and supports 120,000 creative jobs. Video game development, animation and visual effects produced in Canada are globally admired for their technical and creative quality. The mobile gaming revenue in Canada is expected to grow from US \$353 million in 2017 to US \$480 million in 2023, according to Statista.com.

[Source – <https://www.statista.com/outlook/211/108/mobile-games/canada>]

- Canadian based companies have created animation and digital effects for many box office hits and award-nominated feature films. They have also been prolific in the production of popular television series such as Game of Thrones and The Walking Dead, as well as commercial advertising and animated children's shows such as Teenage Mutant Ninja Turtles, among others.
- Other areas of expertise include web design, advertising, education, social networking, and healthcare.

[Source – <https://www.international.gc.ca/investors-investisseurs/assets/pdfs/download/vp-digital-media.pdf>]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about digital media opportunities in Canada.

[Source – *Invest in Canada, DIT*]

■ Financial services sector

Canada's financial services industry is highly regarded around the world. It encompasses banks, pension fund managers, credit unions, mutual-fund companies, insurance, asset management, securities and exchanges. The sector is subject to robust regulation, resulting in a stable and diversified base which is attractive to foreign investors. Toronto is the heart of Canada's financial sector, and is amongst the world's top ten global financial centres.

- Canada's financial industry is a cornerstone of the economy, growing steadily even through the severe recession of 2008-09. In 2017, the sector directly accounted for over 831,000 jobs and 7.1% of GDP in the country.
- Financial services are Canada's largest and fastest-growing services export, accounting for about half of outward foreign direct investment. In 2017 this totalled \$537 billion, more than double the amount of 2007.
- With a cost competitiveness advantage over all the G7 countries of up to 27.6% for professional services, Canada enjoys an advantageous global position, according to KPMG Competitive Alternatives 2016.
- In Canada, 140 hedge-fund management companies manage over \$35 billion in assets (Alternative Investment Management Association); Canadians have invested over \$1.4 trillion in mutual funds as of May 2017.
- The Canadian FinTech industry has expanded rapidly in recent years and is expected to continue to grow. New regulations and leadership, along with collaborations between FinTechs and

traditional financial institutions, are driving FinTech innovation in Canada, according to a new report by Global Risk Institute.

[Source – <http://fintechnews.ch/fintech/fintech-canada-report/19783/>, The Conference Board of Canada]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about financial services opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Machinery and equipment sector

Canada is among the world's leading machinery-manufacturing countries. Diverse geography, rich in natural resources, means that there is a high demand for machinery and equipment within the Canadian economy. It recorded sales of \$42.9 billion in 2015, with exports accounting for 79% of all sales. The industry has a workforce of 160,000, employed at over 10,000 establishments.

It benefits from a deep value chain which supplies machinery for agriculture, construction, automotive, extraction, and aerospace metalworking.

- Canada has the advantage of the lowest business costs of the developed world. Metal machining and precision component operations based in Canada have the lowest business costs of any country in the G7. Between 2003 and 2016, 177 foreign investors established operations in the industrial machinery, equipment and tools sector.

- The industry thrives in Canada's machinery intensive industries, such as agriculture, mining, oil and gas, utilities, construction, and manufacturing (AMUCM). These industries form 30% of Canada's GDP and companies in these sectors spent over \$31.4 billion in 2016 alone on machinery and equipment.
- Canada's agriculture industry is highly mechanised and capital-intensive, so agricultural machinery is in demand. The farm trends are towards the acquisition of more machinery and equipment, and farm sizes in Canada are generally large. There is a demand for larger, more efficient and powerful equipment.
- Foreign investors in machinery manufacturing benefit from ease of access to the considerable US market, which is highly integrated into the Canadian economy thanks to the North American Free Trade Agreement (NAFTA).

[Source – https://www.international.gc.ca/investors-investisseurs/assets/pdfs/download/vp-machinery_and_equipment.pdf]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about machinery and equipment opportunities in Canada.

[Source – *Invest in Canada, DIT*]

■ Medical device sector

Canada has the ninth largest medical devices industry in the world, which is currently valued at \$6.8 billion and is predicted to grow steadily. The industry is modern, diverse, and

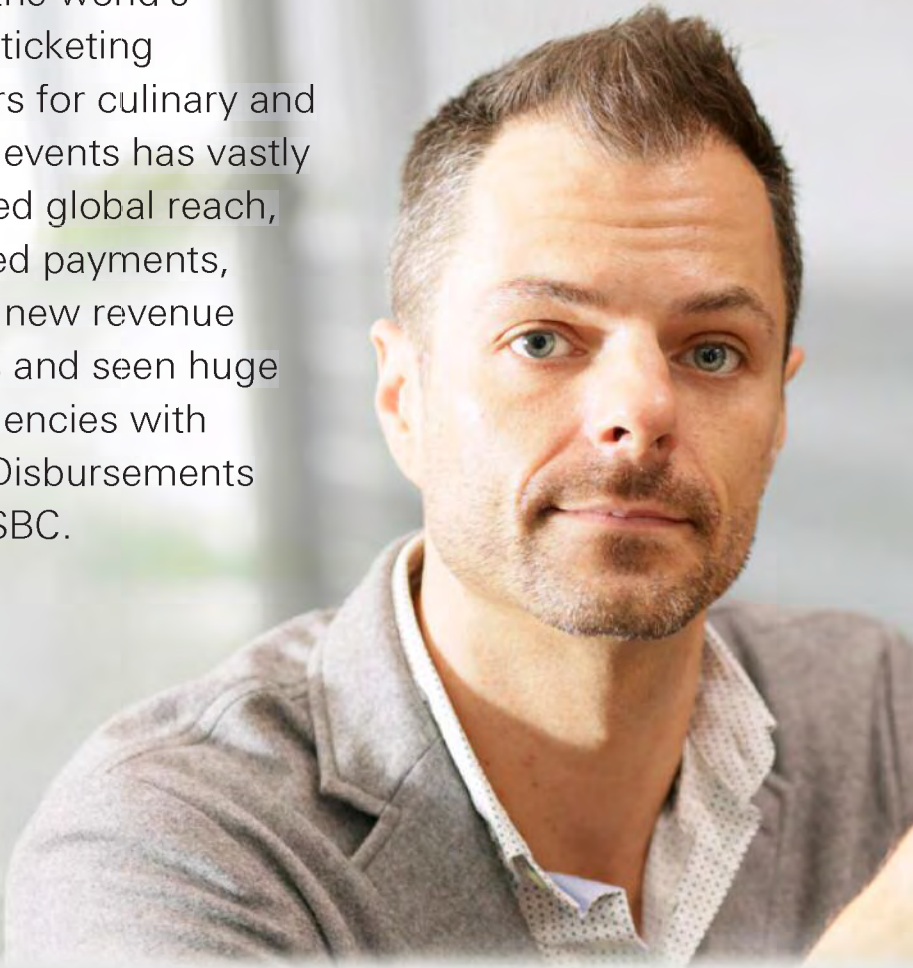
sophisticated, with an R&D focus. The sector is export orientated, with the US being the primary market, due to geographic proximity and the similarity of safety and quality standards between the two countries.

- The industry employs more than 35,000 Canadians across 1,500 sites, and large companies with over 100 employees represent 43% of the entire sector's employment.
- In 2017, the Canadian medical device market was valued at around US \$4.7 billion. The sector is predicted to grow at a rate of 1.5% to 2% in line with demographic trends, developments in science and engineering, and changes in care delivery.
- Canada's top five import categories from the US include orthopaedic, prosthetic, patient monitoring, diagnostic apparatus and dental equipment.
- Hospitals account for approximately 18.2% of total export sales. Other major customers include dentists, eye care specialists, and nursing homes and care facilities.
- Canada leads the G7 for cost-effectiveness of the establishment and operation of medical devices manufacturing facilities, and is prolific in the area of active clinical trials, ranking third in the world for medical devices.
- Canada's membership of NAFTA means that it benefits from duty-free access to Mexico and the US, which is the largest medical devices market in the world. Ease of trade is helped by Canada's highly developed transportation infrastructure.

[Source – https://2016.export.gov/industry/health/healthcareresourceguide/eg_main_108571.asp]

A brave new world for EzTix

One of the world's leading ticketing providers for culinary and cultural events has vastly expanded global reach, simplified payments, created new revenue streams and seen huge FX efficiencies with Global Disbursements from HSBC.



Together we thrive

In the sixth year of building his international culinary events enterprise, EzTix founder and CEO Jeremy Mitchell hit a wall.

The problem

His firm was operating successfully in North America and the U.K. but he was spending 75 percent of his time dealing with complicated cross-border payments to partners overseas.

He knew that spending three-quarters of his day on international payments was not a productive use of time – or a way to run a business that was built for global growth.

“Hiring a small army of staff to build banking relationships in a whole host of foreign countries was a non-starter,” says Jeremy. “It came down to either continually struggling to facilitate crucial transactions, or finding a new way to handle cross-border payments that didn’t require local accounts.”

The solution

Around this time, Jeremy saw an advertisement for HSBC which got him thinking about the bank’s international presence. He reached out to see if it could solve his international payments problem.

HSBC was at that time promoting its Global Disbursements tool, combining FX and payments services into one seamless process to enable cross-border payments in more than 130 currencies from a single operating account.

Jeremy realized Global Disbursements could open up the world for EzTix, saving him time and money by consolidating payments, streamlining reconciliation and gaining control over cash flows.

“From day one I started strategizing on what other countries and markets we could take on as a result of that product,” explains Jeremy.





The payoff

HSBC has been key to EzTix expanding its global presence to a point today where it operates in nearly 30 countries. Since signing on with Global Disbursements, EzTix has deployed its all-in-one ticketing solution to a variety of businesses within the culinary and tourism industries across South America, the Caribbean, Africa and the Middle East.

“Those markets are all great tourist destinations,” says Jeremy, **“but we flat out couldn’t be in any of those countries without Global Disbursements.”**

The solution has brought other benefits. Beyond the greater efficiencies that allow EzTix to send 18 different currencies to anywhere in the world, the new system makes it easier to optimize FX rates. EzTix now has a pre-negotiated fixed rate where the actual exchange

rate fluctuates but the margins on it are pre-negotiated.

However, as Jeremy points out, Global Disbursements is about more than saving money. It’s about driving additional revenue in markets that were previously unavailable to EzTix.

Such markets include Cambodia, where the company is routinely spending around CAD10 on a weekly payments that would cost up to CAD50 per transaction on a traditional wire payment.

“Having a fixed, predictable cost for sending out payments to our clients, allows us to build a business model around that fixed cost which is just something we otherwise could not do.”



All the right ingredients

Beyond the clear cost advantages for Jeremy, is Global Disbursements' ability to trace payments – a crucial feature for clients in his sector, which helps resolve potential disputes over transactions.

And he adds that significant efficiencies are achieved, too: "Previously, I would have to have at least one dedicated full time staff member, doing nothing but sending our outbound payments every week... Now, I can personally process all payments for a week in less than one hour."

Another benefit has been the start of a bigger banking relationship between a business that's growing internationally and HSBC.

"I can't imagine doing this with any other bank," says Jeremy. "The idea of not being able to transact across borders seems insane to me. If there

aren't better systems in place to facilitate multinational commerce, it's going to hinder growth in any business. Global Disbursements addresses that need. It's exciting to be developing an international business with a financial solution that just knocks down those barriers."

EzTix was founded in 2007 to promote international culinary tours and events. Since then, Jeremy Mitchell has led the EzTix team from a small ticketing solutions provider to a global leader working with some of the world's most respected tourism brands.

Disclaimers

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Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departments-for-international-trade-canada#contact-us> for further information about medical devices opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Mining sector

Canada has one of the world's largest mining industries, which supplies approximately 60 metals and minerals to 100 different countries. It is globally competitive, attracting 13.5% of global exploration budgets in 2015. The industry directly employed 403,000 people and contributed \$57.7 billion to GDP in 2016. The diversity of raw materials, together with a reliable supplies and service industry, make Canada a leading destination for international companies.

- Canada is among the top five worldwide producers for 14 different commodity metals and minerals. The largest potash producing company in the world, Nutrien, is based in Saskatchewan. Other valuable mineral products are gold, copper, iron ore and coal. They account for almost 60% of the total value of domestic mineral production.
- There are more than 3,700 companies that supply mining related support activities, such as financial, environmental, engineering, and geotechnical services. Further related services include logistical support, legal services, and environmental management.
- 50% of the world's public mining companies are listed on the TSX (Toronto Stock Exchange) and TSX-Venture

Exchanges. In total, 38% of the equity capital raised globally was accountable to the two exchanges in 2017.

- Canada is a world leader in safety and sustainability in the mining industry. Canadian companies were the first in the world to develop an externally-verified performance system for sustainable mining practices with the creation of MAC's Towards Sustainable Mining initiative in 2004.
- In 2015, mining, mineral-related support activities and mineral processing industries accounted for 3.3% of Canada's GDP. \$10.4 billion of stock resulted from foreign direct investment in Canada's mining industry in 2015.

[Source – <http://mining.ca/resources/mining-facts>, <https://www.statista.com/topics/3067/canada-s-mining-industry/>]

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[Source – Invest in Canada, DIT]

■ Oil and gas sector

Canada has the world's third largest oil reserves, with about 165 billion barrels that are recoverable from its oil sands, and are fully open to private investment. It also has an estimated 1,225 trillion cubic feet of natural gas, and is the fifth largest producer of natural gas in the world. Canada's oil and gas industry is worth \$101 billion a year, and provides a competitive business environment that attracts foreign investors.

- Oil and gas are well established industries in Canada, with 19 refineries and an 825,000 km oil pipeline system. It has good access to both the North American and Asian markets. Product is transported three ways, via marine transport, pipeline and rail.
- Asia's fast-growing economies are demanding ever more energy, and several new natural gas terminals have been proposed for Canada's West Coast. East Asian markets are an eight to eleven day sail from Canada's West Coast, which is a faster journey than most other North American locations, providing a competitive advantage.
- Canada offers attractive economics for new investors, with full-cycle supply costs for oil and gas investment opportunities competitive with global counterparts, such as US tight oil, off shore oil and global shale gas.
- Flow-Through Shares (FTS) are financial incentives which are designed to help companies involved in exploration, drilling, production, refining or pipeline operation to fund their activities more easily. This works by transferring eligible exploration and development expenses to investors, who can then apply for tax credits for these expenditures.
- The Toronto Stock Exchange (TSX) ranks first among all exchanges globally for oil and gas listings, with 35% of the world's oil and gas companies listed in Canada, and 21% of all oil and gas service companies.

[Source – <https://www.capp.ca/>, https://www.international.gc.ca/investors-investisseurs/assets/pdfs/download/Oil_and_Gas.pdf]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the

Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about oil and gas opportunities in Canada.

[Source – *Invest in Canada, DIT*]

■ Renewable energy sector

Canada is a world leader in the production of energy from renewable resources. It has many natural advantages, such as a large landmass and diverse geography, which can be used to produce energy. Renewable energy sources currently provide about 18.9% of Canada's total primary energy supply. The main renewable energy resources are moving water, wind, biomass, solar, geothermal, and ocean energy.

- Moving water is the most important renewable energy source in Canada, providing 59.3% of Canada's electricity generation, making Canada the second largest producer of hydro-electricity in the world.
- Wind is the second most renewable energy source in Canada, accounting for 3.5% of electricity generation in Canada. Biomass is the third largest renewable source of Canada's electricity generation. There are therefore a number of opportunities for investors across the sector. These include technology development and fuel supply to generation, storage and distribution.
- Wind energy offers particular scope for foreign investors, with some of the world's largest companies based in Canada. There are also openings in engineering, operation and maintenance, construction, component manufacturing and transportation.

- Photovoltaic energy is one of the fastest growing sources of electricity in Canada; the country has the resources and insolation necessary to build and successfully operate globally competitive solar farms.
- Canada is the sixth largest consumer of electricity in the world, so there is a sizable domestic market for investors. There are also considerable export opportunities, as the US is the largest global electricity consumer and Canada's energy markets are highly integrated with the US.

[Source – <https://www.nrcan.gc.ca/energy/renewable-electricity/7295>]

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team

in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further information about renewable energy opportunities in Canada.

[Source – Invest in Canada, DIT]

■ Software sector

Canada has a large talent pool of highly skilled software development professionals from both home and abroad. New investors take advantage of low operations and R&D costs, and ease of access to the US market. From new start-up workers to students and scientists, Canada has a thriving tech community, with 55% of the workforce having graduated from post-secondary programmes.



- Canada has a reputation for progress and innovation in software development. It is fast becoming a destination for commercial investment and competes on the world stage.
- Compared to other G7 countries, operating costs are low, as are R&D costs. Canada has full and free access to the lucrative US market. Many of the world's leading global companies such as Google, Adobe, Amazon, Microsoft, Oracle, Samsung, IBM and many others have established operations and R&D facilities in Canada.
- The Canadian software development sub-sector has the lowest overall business costs in the G7 countries, according to a 2016 study of the Digital Services industry

in Canada by KPMG. The labour costs for high value-added activities in Canada are also very competitive.

Contact Invest in Canada (IIC) at: <https://www.investcanada.ca/> or the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/department-for-international-trade-canada#contact-us> for further information about software opportunities in Canada.

[Source – Invest in Canada, DIT]




CANADA

Canada is an extremely large country. Each province has its own cultural practices and preferences with different regulatory structures. ►

Freight lines with Vancouver city skyline





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Preparing to export

■ Consultation and bespoke research

There is a range of online information for exporters including advice and guidance on how to thoroughly research overseas markets. Visit: <https://www.great.gov.uk/> for more information.

Researching the Canadian market

Canada is an extremely large country. Each province has its own cultural practices and preferences with different regulatory structures. Different regions will have different industry clusters and demographics. Therefore regional plans and good local research are essential.

Ideally you should make regular visits to Canada as well as making contact with others in your industry/sector. This will enable you to access the most up-to-date advice and information, and may lead to new insights or at the very least form the foundation for further research.

Visit: <https://www.great.gov.uk> for information and guidance on how to develop your marketing strategy, competitor and SWOT analyses, and customer/market segmentation. The IOE&IT can also offer help with this. Visit: <https://www.export.org.uk/>.

You will need to determine whether there is a market for your product or service, if your pricing is competitive, whether you might need to change your product packaging or marketing, and whether to adapt your business model.

The questions listed here should help to focus your thoughts. Your answers to them

will highlight areas for further research and also suggest a way forward that is right for your company. You may then want to use this as a basis for developing a formal Canada strategy, although this may not be necessary or appropriate for all companies:

Your aims

- Do you wish to buy from Canada, sell to Canada or both?
- Do you wish to establish your own company presence in Canada (for example federally or provincially incorporated), or direct sales, licensing or franchising?
- Do you need to be involved in Canada at all?
- Do you see Canada as part of a wider plan including e.g. the USA – or even Asia-Pacific markets – now or in the future?

Your company

- Can you carry out a detailed SWOT analysis of your company?
- Are your competitors already in Canada? If so, what are they doing?
- Can you carry out a detailed SWOT analysis of your competitors?
- What are the Unique Selling Points (USPs) of your product or service?
- Do you know if there is a market for your product or service in Canada?
- Do you know if you can be competitive in Canada?



- Do you have the time and resources to handle e.g. the demands of communication, travel, product delivery and after-sales service?

Your knowledge

- Do you know how to secure payment for your products or service?
- Do you know where in Canada you should start?
- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Canada-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these 'knowledge gaps' could form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations.

Talking to other people in your industry and regularly visiting Canada will give you access to the most current advice and such experience can often lead to new insights and form the basis for further research.

Export plan

Following your initial research, you will need to create an export plan, identifying your best route to the market. Guidance on developing an export plan, including marketing strategy, customer segmentation, competitor and SWOT analyses, etc. is available on the <https://www.great.gov.uk/advice/create-an-export-plan/how-to-create-an-export-plan/> site, and also on the Institute of Export's Open to Export site at: <https://opentoexport.com/info/export-action-plan/>.

One option to test how viable your product or service could be in the Canadian market would be to attend trade shows held in Canada each year. The Department for International Trade (DIT) provides funding for eligible businesses in the form of grants to enable them to attend trade shows overseas via the Tradeshow Access Programme.

The funding helps your business to gather market knowledge, gain experience in attending and getting the most from overseas trade shows, and to receive advice and support from trade experts. Visit: <https://www.gov.uk/guidance/tradeshow-access-programme> for more information.

To discover future events and trade missions in Canada, visit the DIT Events Portal at: <https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>.

For company launches and events held at British High Commission and Consulate locations, contact the Department for International Trade (DIT) in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us>.

[Source – DIT, gov.uk]

■ Start-up considerations

Setting up a company or office in Canada

It is possible to incorporate your business federally, or through Canada's provinces or territories. However, as there are tax implications depending on which option you choose, you are advised to speak to local lawyers and accountants as to which option best suits your business.

A list of English-speaking lawyers in Canada is available at: <https://www.gov.uk/government/publications/canada-list-of-lawyers>, or you

can speak to the DIT team in Toronto at: <http://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for assistance in locating potential lawyers and accountants.

Details about different business structures, and how to register with Canadian provincial and territorial governments, are available at: <https://www.canada.ca/en/services/business/start/register-with-gov.html?it=government/registering-your-business/#toc2>. Be aware that if you intend to operate a business in the province of Québec, it will need a French as well as an English version of its name.

If you choose provincial or territorial incorporation you will need to additionally register with the Canada Revenue Agency (CRA) at: <https://www.canada.ca/en/services/taxes/business-number.html> to obtain a business number.

However, if you choose to incorporate your business with the federal government, you do not need to register with the CRA. You can find out more about federal incorporation at: <https://www.canada.ca/en/services/business/federal-corporations.html?Open&src=mm2#ic-sub-menu>.

More information about setting up a business in Canada is available on the Canadian Government's Invest in Canada site at: <https://www.international.gc.ca/investors-investisseurs/iic-iac/establish-etablir.aspx?lang=eng>.

Distributorship agreement

Because of distance and time zone issues, it may be more effective to successfully develop your business by selling in Canada through local agents, distributors or wholesalers, although you will need to visit the market a number of times to establish a personal relationship with a business partner.

You should research a number of potential agents or distributors before choosing one. Canada is a very large country by land mass, so you should check they are based near to your potential buyers. Look at their local reputation, regional coverage, marketing ability and resources, and beware of agents who are promoting products or services which are the same or similar to yours.

The Department for International Trade (DIT) team in Toronto at: <http://www.gov.uk/world/organisations/departments-for-international-trade-canada#contact-us> can assist you in locating and meeting potential agents and distributors for your products in Canada.

[Source – DIT Trade and Investment guide: Canada, gov.uk, Invest in Canada]

As an alternative to setting up an office in Canada, you may consider direct exports and sales, licensing or franchising for some products and services.

Direct exports and sales

Direct export means supplying your products or services directly to the customer and involves you taking care of the logistics of marketing, selling, sending overseas and getting paid. This could be an option if you are selling online or responding to enquiries from potential Canadian purchasers.

Further information on selling directly overseas can be found at: <https://www.great.gov.uk/advice/define-route-to-market/sell-overseas-directly/>.

You also have the option to use local representation, for example by using an agent, distributor or wholesaler. To help you to identify local representatives in Canada, contact a specialist trade adviser at the Department for International Trade (DIT) at:

<https://www.gov.uk/overseas-customers-export-opportunities>.

Online selling

Online purchasing is popular in Canada especially with consumers, and Canadian companies and government departments are also increasingly likely to purchase small orders over the internet.

The Department for International Trade (DIT) can help you export your goods to Canada through the E-Exporting Programme. Find out more at: <https://www.gov.uk/guidance/e-exporting>.

DIT has also negotiated listings at better-than-commercial rates. See online market-places in Canada at: <https://www.great.gov.uk/selling-online-overseas/>.

You should be aware that you must not charge value added tax (VAT) for online sales to Canada, but will need to fill out a customs declaration when you ship the products, and keep proof of export.

Licensing or franchising

A cheap way to enter the market is to license a product or service to be sold in Canada, as there are no set-up costs apart from the cost of a legal agreement.

However, you should undertake due diligence on licensees to ensure your Intellectual Property (IP) rights are fully protected. For further information about licensing IP, visit: <https://www.gov.uk/guidance/licensing-intellectual-property>.

There is no federal legislation on licensing in Canada, but the provinces of Alberta, British Columbia, Manitoba, New Brunswick, Ontario and Prince Edward Island do have provincial legislation. Details are available at: <https://www.cfa.ca/our-services/advocacy/franchise-legislation/>.

For information on franchising in Canada, visit the Canadian Franchise Association (CFA) site at: <https://www.cfa.ca/> and the international section of the British Franchise Association website at: <http://www.thebfa.org/international>.

[Source – DIT Trade and Investment guide: Canada, gov.uk, CFA]

Consumer protection

If you are selling to consumers (rather than businesses) you must comply with Canada's consumer protection laws, which guarantee consumer rights when buying goods and services.

However, consumer rights across Canada can vary, as legislation is set at federal, provincial and also territorial level. You should therefore check with the federal government, as well as relevant provinces or territories to ensure you are complying with appropriate Canadian consumer protection legislation. Visit the Canadian Office of Consumer Affairs (OCA) at: <http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02965.html> for details of consumer protection legislation.

Professional indemnity insurance

You may require professional indemnity insurance if you provide a service and need to protect yourself against negligence claims from clients or third parties in Canada. See: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/professional-indemnity-insurance/> for further information, or alternatively contact the DIT team in Toronto at: <http://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for contacts of local insurers or specialist brokers.

[Source – DIT Trade and Investment guide: Canada, gov.uk]

■ Financial considerations

Getting finance to fulfil an export contract

Globally, Canada ranks 12th out of 190 economies for Ease of Getting Credit, in the World Bank's 'Doing Business' report 2019. See: <http://www.doingbusiness.org/en/data/exploreconomies/canada>.

For UK companies that wish to sell products and services to Canada, there are schemes available to simplify the growth of your business and to fulfil an export contract. Contact your bank or financial adviser for more information about any current schemes. Alternatively, the DIT team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> can help you find a financial adviser in Canada.

Your contract should specify the terms for payment, and use secure terms of payment in Canada through a letter of credit, cash, or partial payment in advance.

Be aware that you should only use open account payment terms (delivery of goods or services before payment) once you have an established trading relationship. See the Institute of Export's guide to payment terms, at: https://www.export.org.uk/page/Methods_of_Payment for advice and further information.

Canadian customers may require credit terms to buy your products and services, so payment conditions should be factored into your prices – for B2B transactions these can range from immediate payments on receipt of goods (maybe with a negotiated small discount) to a negotiated 60-day payment.

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Currency risks when exporting to Canada

In order to fix your price, it is essential to fix your exchange rate. Before signing any contract you need to consider whether the best option for you is to agree terms in Pounds Sterling (GBP) or Canadian Dollars (CAD). It may also be advisable to seek expert financial advice on exchange rates (FX).

Transferring money from Canada

Capital can be moved in and out of Canada without any restrictions, although currency transfers of CAD 10,000 or more need to be reported to the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC) at: <http://www.fintrac-canafe.gc.ca/fintrac-canafe/1-eng.asp>.

[Source – DIT Trade and Investment guide: Canada, gov.uk, UKEF]



CANADA

English common law is the basis of the law in nine provinces and three territories of Canada, and French civil law in the province of Québec. If you have business in Canada it will be subject to both federal and provincial or territorial laws. ►





HOW TO DO BUSINESS IN CANADA

■ Legal considerations

Canada is a federal state, with federal jurisdiction mostly focussed on particular kinds of business, property and behaviour. English common law is the basis of the law in nine provinces and three territories of Canada, and French civil law in the province of Québec. If you have business in Canada it will be subject to both federal and provincial or territorial laws.

In addition, some industry sectors have national regulations in Canada. More information on these, including details of specific regulations, permits and licences can be found at: <https://canadabusiness.ca/government/regulations/regulated-industries>.

Controlled goods export licences

Any goods, software, technical information and technology which are on the UK Strategic Export Control Lists will require a licence for Canada. See: <https://www.gov.uk/government/publications/uk-strategic-export-control-lists-the-consolidated-list-of-strategic-military-and-dual-use-items-that-require-export-authorisation> for details of the lists.

There are a number of open general export licences (OGELs) which are available for exporting military and certain dual-use controlled items to Canada – these have a straightforward registration process. Visit: <https://www.gov.uk/government/collections/open-general-export-licences-ogels> for further details of OGELs.

If you cannot use an open licence you will have to apply for a standard licence. See:

<https://www.gov.uk/guidance/export-military-or-dual-use-goods-services-or-technology-special-rules>. You should also check if you need an export licence, at: https://www.ecochecker.trade.gov.uk/spirefox5live/fox/spire/OGEL_GOODS_CHECKER_LANDING_PAGE/new and apply via SPIRE: <https://www.spire.trade.gov.uk/spire/fox/spire/LOGIN/login>.

Some additional products, including consumer items, may require further certification or licensing before they can be exported to Canada. See the UK Government's guidance on export licences and special rules at: <https://www.gov.uk/starting-to-export/licences>.

Import restrictions

The importing of certain goods into Canada is prohibited. More details of these can be found at: <http://www.cbsa-asfc.gc.ca/publications/dm-md/d9-eng.html>. In addition, some goods are subject to import controls. See: https://www.international.gc.ca/controls-controles/about-a_propos/import/permits-licences.aspx?lang=eng.

Standards and technical regulations

Your product or service will need to conform to the legal requirements set out in the relevant Canadian standard. All suppliers and manufacturers have an obligation to ensure products are safe and meet relevant safety standards, have clear instructions for proper use and include warnings against possible misuse.

The Standards Council of Canada (SCC) oversees Canada's National Standards System and ensures standards are implemented across the country. See: <http://www.scc.ca/en> for further details.



There are four accredited standards development organisations in Canada:

- Canadian Standards Association (CSA). See: <https://www.csagroup.org/>
- Underwriters Laboratories of Canada (ULC). See: <https://canada.ul.com/>
- Canadian General Standards Board (CGSB). See: <https://www.tpsgc-pwgsc.gc.ca/ongc-cgsb/index-eng.html>
- Bureau de Normalisation du Québec (BNQ). See: <https://www.bnq.qc.ca/en/>

Product liability insurance

Product liability insurance covers the cost of compensation for anyone injured by a faulty product. If you design, manufacture or supply a physical product you should therefore consider taking out product liability insurance. See: <https://www.abi.org.uk/products-and-issues/choosing-the-right-insurance/business-insurance/liability-insurance/product-liability-insurance/> for further information, or alternatively contact the DIT team in Toronto at: <http://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for contacts of local insurers or specialist brokers.

Packaging regulations

All packaging has to meet the requirements set out in Canada's Consumer Packaging and Labelling Act. See: <https://laws-lois.justice.gc.ca/eng/acts/C-38/>, and consumer products must comply with the Consumer Packaging and Labelling Regulations. See: https://laws-lois.justice.gc.ca/eng/regulations/C.R.C.,_c._417/.

Bags, canvas, used sacks and other similar packing materials are not permitted for use as packaging, but information on wood packaging can be found at: <https://www.gov.uk/wood-packaging-import-export>.

Labelling your products

Labels for consumer goods must include:

- product identity declaration in both French and English
- supplier's name and address
- net quantity in metric units

All products sold in Québec must have French labelling displayed in equal prominence to English, which applies to:

- all labelling
- warranty certificates
- product manuals
- instructions for use

Details of food labelling requirements can be found at: <http://www.inspection.gc.ca/food/requirements-and-guidance/labelling/industry/eng/1383607266489/1383607344939>, and labelling for textiles and precious metals, at: https://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/h_01436.html.

Any environmental claims must meet Canada's guiding principles on use of environmental labelling. A guide for industry and advertisers on the use of environmental claims in Canada is available from the Canadian Government at: <https://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/02701.html>.

Contact the Department for International Trade (DIT) team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further detailed information and advice on labelling requirements.

[Source – Government of Canada, DIT Trade and Investment guide: Canada, gov.uk]

■ Taxation

Double taxation agreement

The Canada Revenue Agency (CRA) at: <https://www.canada.ca/en/revenue-agency.html> has overall responsibility for taxation in Canada, although you will need to be aware of local regulations as this responsibility is shared with the provinces and territories.

The UK and Canada have signed a double taxation agreement, which allows some taxes paid in one country to be deducted in the other, so this should prevent any double tax liability from UK and Canadian authorities over the same income. See: www.gov.uk/government/publications/canada-tax-treaties. However, UK companies operating in Canada will be subject to local taxation requirements.

Value added tax (VAT)

Provided you get and keep evidence of your export, and comply with all other laws, you can zero-rate the sale of your goods to Canada. You will need to ensure the goods are exported, and provide evidence within three months from the time of sale.

Further information on VAT in non-EU markets and zero-rating conditions is available at: <https://www.gov.uk/guidance/vat-exports-dispatches-and-supplying-goods-abroad>.

Goods and Services Tax (GST)

In most Canadian provinces, GST is levied at 5% and is imposed on the supply of goods and services purchased in Canada. GST is often included in the price of sales to customers. See: <https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/gst-hst-businesses.html>.

Harmonised sales tax (HST)

HST is a consumption tax used in some provinces, where both the federal GST and the regional provincial sales tax (PST) have been combined into a single value added sales tax. In Ontario HST is charged at 13%, and at 15% in:

- New Brunswick
- Newfoundland and Labrador
- Nova Scotia
- Prince Edward Island

Québec places an additional levy, the Québec sales tax (QST), in addition to GST. See: <https://www.revenuquebec.ca/en/businesses/consumption-taxes/gsthst-and-qst/basic-rules-for-applying-the-gsthst-and-qst/tables-of-gst-and-qst-rates/>.

Where appropriate, Canada's provinces and territories can choose to exempt different items from these sales taxes.

Excise duty

You will need to pay excise duty on any alcohol, fuel, tobacco or other excise-equivalent products you send to Canada.

You can find out more about excise duty and duty drawback outside the EU at: <https://www.gov.uk/government/publications/excise-notice-207-excise-duty-drawback/excise-notice-207-excise-duty-drawback>,

and about excise duty in Canada at: <https://www.canada.ca/en/services/taxes/excise-taxes-duties-and-levies.html>.

Company and corporate tax

The basic federal corporate tax rate is 38% of taxable income, but after potential abatements and reductions the net rate is 15%.

Higher and lower income tax rates are set by provinces and territories operating a dual tax system. Visit: <https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/corporations/provincial-territorial-corporation-tax/dual-tax-rates.html> for further information.

The provinces of Alberta and Québec do not have corporate tax collection agreements with the CRA. For details of corporate income tax arrangements in Alberta see: <https://www.alberta.ca/corporate-income-tax.aspx>, and for Québec see: <https://www.revenuquebec.ca/fr/entreprises/impots/impot-des-societes/> (in French only).

Further details about federal, provincial and territorial corporate tax rates in Canada can be found on the Government of Canada site at: <https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/corporations/corporation-tax-rates.html>.

The DIT team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> can help you find tax advisers before entering into agreements in Canada.

More information on GST in non-EU markets can be found at: <https://www.gov.uk/guidance/vat-exports-dispatches-and-supplying-goods-abroad>.

Information about temporary imports into Canada and trade incentive programmes can be found on the Government of Canada site at: <http://www.cbsa-asfc.gc.ca/trade-commerce/tip-pec-eng.html>.

[Source – Government of Canada, DIT Trade and Investment guide: Canada, gov.uk]

■ Customs and documentation

All goods imported into Canada are regulated by the Canada Border Services Agency (CBSA), see: <http://www.cbsa-asfc.gc.ca/menu-eng.html>. They provide a step-by-step guide to importing commercial goods into Canada, at: <http://www.cbsa-asfc.gc.ca/import/guide-eng.html>.

To check which federal government departments and agencies are responsible for granting commodity-specific import permits or certificates, visit: <http://www.cbsa-asfc.gc.ca/import/reflist-listeref-eng.html>.

The EU's Market Access Database (MADB) at: <http://madb.europa.eu/madb/indexPubli.htm> provides information on import conditions into Canada, including:

- import tariffs
- customs clearance formalities and documentation
- sanitary (animal-related) and phytosanitary (plant-related) restrictions

Complying with HMRC regulations to export

To export your goods to Canada you must make export declarations to HMRC through the National Export System (NES).

Visit: <https://www.gov.uk/guidance/export-declarations-and-the-national-export-system-export-procedures> for further details.

You must classify your goods as part of the declaration, including a commodity code and a customs procedure code (CPC). Commodity codes and other details applying to exports in the UK Trade Tariff can be found at: <https://www.gov.uk/trade-tariff>.

Contact the HMRC Tariff Classification Service at: <https://www.gov.uk/guidance/finding-commodity-codes-for-imports-or-exports#list-of-useful-contacts> for more help.

The EU's Market Access Database (MADB) also has details about import tariffs. Visit: <http://madb.europa.eu/madb/indexPubli.htm>.

You must declare any goods that you take with you in your luggage to sell outside the EU. See: <https://www.gov.uk/take-goods-sell-abroad> for further information.

Benefiting from new preferential tariff treatment

As a result of the preferential trade deal between the EU and Canada, the CETA, UK goods exported to Canada may benefit from new preferential duties if they meet rules of origin requirements. Visit: <https://www.gov.uk/guidance/preferential-trade-deal-between-eu-and-canada-cip10#rules-of-origin> for further information.

An origin declaration must accompany the goods, and appear on a commercial document or invoice (excluding the bill of lading). You must use the Origin Declaration text on page 1.11/485 of Council Decision (EU) 2017/37 at: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=OJ:L:2017:011:FULL&from=EN>.

HMRC pre-registered all UK exporters holding a valid Economic Operator Registration and Identification (EORI) number who exported goods to Canada between 1st December 2015 and 1st December 2016.

To check whether you have been pre-registered on the Registered Exporters Database Details, and for further information about the registration of UK exporters to Canada, visit the UK Government information at: <https://www.gov.uk/guidance/preferential-trade-deal-between-eu-and-canada-cip10#registration-of-uk-exporters-to-canada>.

If you have any queries about the implementation of Preferential Duty Rates as a result of the CETA, contact: dutyliability.policy@hmrc.gsi.gov.uk for help and advice.

Temporary export of goods

You can use an ATA (Admission Temporaire / Temporary Admission) Carnet to simplify the customs procedures needed to temporarily take any goods on the UK export controls lists into Canada, such as commercial samples or goods for:

- demonstration
- exhibition
- use in repair or maintenance

Visit: <https://www.gov.uk/taking-goods-out-uk-temporarily> for further information. You can check at: https://www.ecochecker.trade.gov.uk/spirefox5live/fox/spire/OGEL_GOODS_CHECKER_LANDING_PAGE/new whether you can use an open general export licence (OGEL) for your temporary export. If not, you will need to apply for a temporary export licence. You will need a permanent export licence if the goods are not being returned.

To apply for a temporary export licence, use the SPIRE system at: <https://www.spire.trade.gov.uk/spire/fox/espire/LOGIN/login>.

Documentation

To clear customs in Canada you will need the following:

- Canada customs invoice or equivalent
- Canada customs coding form (Form B3)
- cargo control document
- bill of lading
- relevant permits or certificates

More details about these and other export documents you need to move goods overseas can be found at the Institute of Export & International Trade site at: https://www.export.org.uk/page/Key_Exporting_Terms.

You may choose to work with a Canadian customs agent. Contact the DIT team in Toronto at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for further advice and lists of agents.

[Source – Government of Canada, DIT Trade and Investment guide: Canada, Official Journal of the European Union, European Commission, HMRC, Institute of Export & International Trade, gov.uk]

■ Shipping your goods

You can use a freight forwarder to move your goods if you are not knowledgeable about international shipping procedures. A freight forwarder will have vast expertise and familiarity with local documentation requirements,

regulations, transportation costs and banking practices in Canada.

The British International Freight Association (BIFA) at: <http://www.bifa.org/home> and the Freight Transport Association (FTA) at: <http://www.fta.co.uk/> can assist in locating freight forwarders to transport your goods to Canada.

Posting goods

For information about sending goods by post to Canada visit Royal Mail at: <http://www.royalmail.com/canada>.

[Source – Royal Mail]

Shipping restricted, banned and dangerous goods

Certain goods are classed as restricted or dangerous. If you wish to import any of these goods into Canada they are subject to special rules. For more information visit: <https://www.gov.uk/shipping-dangerous-goods/what-are-dangerous-goods>.

You can employ a local agent who will have knowledge of the latest import licensing requirements. For information and assistance contact the Department for International Trade (DIT) team in Canada at: <https://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us>.

Terms of delivery

You should have a clear written contract in all international commercial transactions, to minimise any risk of misunderstanding. Incoterms are a series of widely used commercial terms for international trade in goods, which clarify for example:

Open to Export is a free online information service from The Institute of Export & International Trade, **dedicated to helping small UK businesses** get ready to export and **expand internationally**



How can we help?

A wealth of free information and practical advice on our website using:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

The online Export Action Plan tool helping businesses create a roadmap to successful new markets

Quarterly competitions for the chance to win £3,000 cash and further support

Sign up today to take your next steps in international trade

Register for free on www.opentoexport.com for updates on our content and webinars, and to start your Export Action Plan.

Powered By

- where the goods will be delivered
- who arranges transport
- who handles customs procedures
- who is responsible for insuring the goods, and who pays for insurance
- who pays any duties and taxes

Incoterms do not apply to the delivery of services. Contracts for the international delivery of services should include a service level agreement (SLA), focusing on desired outcomes such as what the service should achieve.

The International Chamber of Commerce (ICC) publishes Incoterm rules, at: <https://iccwbo.org/resources-for-business/incoterms-rules>, and the UK Government has further general advice and details about Incoterms at: <https://www.gov.uk/guidance/international-trade-paperwork-the-basics#international-trade-contracts-and-incoterms>.

Reporting a trade barrier in Canada

Regulatory, tariff or technical barriers in an overseas market can make imported goods and services less competitive than those produced locally. If you are aware of any trade barriers in Canada, you should report them to DIT's Market Access Team at: <https://www.gov.uk/report-trade-barriers>.

UK Export Finance

The UK Government can provide finance or credit insurance specifically to support UK exports through UK Export Finance (UKEF) – the UK's export credit agency. See: <https://www.gov.uk/government/organisations/uk-export-finance>.

For up-to-date country-specific information on the support available see UKEF's cover policy and indicators for Canada at: <https://www.gov.uk/guidance/country-cover-policy-and-indicators#canada>.

[Source – DIT Trade and Investment guide: Canada, ICC, UKEF, gov.uk]





Sunset over the City of Saskatoon

CANADA

As the first country in the world to adopt an official policy of multiculturalism, Canada is a bilingual country with English and French as the two official languages. ►





Business etiquette, language & culture

■ Overview

Compared with citizens of the United States to the south, Canadians tend to favour an orderly central government and a sense of community rather than individualism; and in international affairs to act as doves rather than hawks, preferring the role of peacemaker and nation-builder and having a more pluralistic way of viewing the world.

West Coast lifestyle and dress-code tend to be slightly more relaxed than in eastern Canada, and attitudes are more conservative in the mid-west and in more rural areas, although this is a generalisation.

Language

As the first country in the world to adopt an official policy of multiculturalism, Canada is a bilingual country with English and French as the two official languages. Many immigrants from East and Southeast Asia now live in Canada, particularly in the Pacific-rim city of Vancouver, and in Toronto too, so it is not unusual to hear Mandarin, Japanese and Cantonese as well as other Asian languages widely spoken.

However, English is widely spoken in all parts of the country except Québec province, where, under provincial law, French is the language of business. Therefore if you visit Québec province and do not speak French fluently you may require an interpreter.

Both French and English translations should be included on business cards in the province of Québec, and businesses with 50 employees or more in the province have to register with the Québec French Language Office at:



<http://www.oqlf.gouv.qc.ca/accueil.aspx> and provide satisfactory evidence to the provincial government that their workplace communications are in French.

You can contact the DIT team in Toronto at: <http://www.gov.uk/world/organisations/departement-for-international-trade-canada#contact-us> for details of local interpreters and translators in Canada.

Greeting

First-name terms are the norm in most business situations, particularly in the more relaxed West Coast. However, culture does vary between provinces and territories as Canadians can identify closely with their province.

Although business communication is similar to that in the UK, as in the US it can be quite direct. You should ensure your own communications are also direct and succinct.

■ Meetings

As in the UK, it is important to be on time and appropriately dressed for the venue. A suit and tie is the norm on the East Coast (from Toronto eastwards), whereas in the west smart casual attire is not uncommon.

Face-to-face meetings are important and this will be an opportunity to build rapport. Your presentations should be well-prepared, clear and thorough, and remember to use the French language for all business in the province of Québec, together with translated

marketing materials and presentations. Canadians do conduct business over meals but tend to eat early, 12pm for lunches and 6.30pm-7pm for dinner.

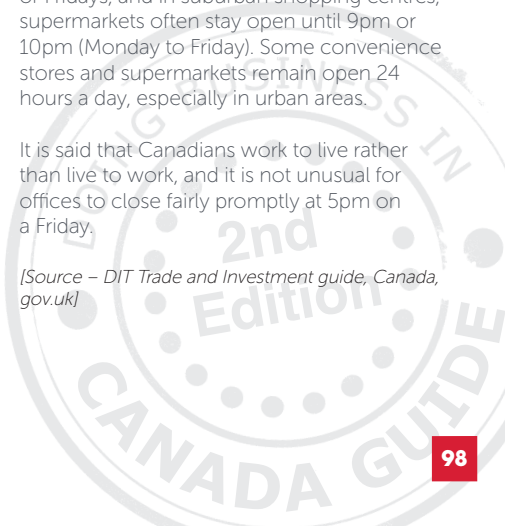
■ Hours of business

Working hours vary throughout the country but are not too different from the UK, although adverse weather can make a difference, as extreme cold in winter months and high humid temperatures in summer can affect some parts of the country.

Some small businesses and government departments may work variable hours during the summer months, but are normally 8.30am-5pm, Monday to Friday. Smaller shops may have a five-day week but larger stores in cities will be open on Saturdays and maybe Sundays too. Late-night shopping is not uncommon in larger cities on Thursdays or Fridays, and in suburban shopping centres, supermarkets often stay open until 9pm or 10pm (Monday to Friday). Some convenience stores and supermarkets remain open 24 hours a day, especially in urban areas.

It is said that Canadians work to live rather than live to work, and it is not unusual for offices to close fairly promptly at 5pm on a Friday.

[Source – DIT Trade and Investment guide, Canada, gov.uk]



> Clear, consistent content is vital to making your business understood overseas. **So don't leave it to chance.**

- > Well-known companies we already work with include: Serco, Experian, Intertek, IKEA and Caterpillar
- > For a structured approach to translation, please read the article that follows



Protecting your Reputation
Worldwide™

If you're reading this guide, the chances are you're either a seasoned exporter, or you're committed to investigating new export opportunities for your business. Whichever category you fall into, you'll have a good idea of the huge investment in time, effort and resources which is required for export success.

Your priority will be to get your product or service to market, and it's a fact of life that procurement of peripheral resources such as translation is often left to the last minute. In this article we'd like to demonstrate to you how building translation into the early planning stages of your export campaigns can pay dividends.

The internet, mobile connectivity and social media mean that now more than ever before customers, be they B2B or B2C, are buying goods and services within the context of a connected world of instant communication.

Buying decisions carried out in isolation of wider and constantly changing sector, economic or social contexts are a thing of the past. This means that increasingly any product or service has to be supported with professional technical, marketing or other contextual content.

As examples of this, exporters need their technical documentation to be easily assimilated, their marketing content to be compelling, and their website to be informative and memorable. Human resources departments on the other hand need sensitive localisation of policies & procedures in line with local legislation, corporate guidelines and house style.

After all an international expansion strategy or company restructuring could easily be undermined by insensitive internal communication.

In non English-speaking markets, all of the above can be achieved by working with a reliable and professional translation partner.

So how can really good translation help build your export success:

- clear and accurate foreign-language branding and content will motivate foreign customers to buy from you
- consistent and harmonised messaging helps to convey and reinforce your company's values and ethos
- corporate and operational risk through poor quality communication and misunderstanding is eliminated
- overall brand integrity and reputation are enhanced

The following components are key to a successful translation project, and show how AST can make the process of internationalising outward-facing and internal communications simpler, more professional and more cost-effective:

Rigorous selection of translators

AST's ISO9001 certified and ISO17100 compliant processes mean that the company has approved sector-specialist translators whatever the language and deadline requirements, with experienced proofreaders to give the text precision and professionalism to really focus the reader's attention.

Translation memory technology

Client-facing documents produced periodically often contain sections which stay the same and sections which need updating. Similarly company websites and technical data or manuals can contain identical paragraphs and sections. Translation Memory technology is used in this situation to identify duplicate and legacy text. The duplicates are logged and reused – leading to reduced turnaround times and resulting

cost savings – with company wordings for products, processes, titles and descriptions translated consistently.

Terminology management

The key words used to describe your company's products, services and processes support your brand and identity. This is equally true in your foreign language communications. Unfortunately, once translated it is often easy to lose control of key terms, leading to uncertainty as to whether the translations are having the desired impact. AST's terminology management prevents this. Glossaries are maintained in multiple languages and client terminology is checked in each language by industry sector experts. As the glossary grows it can be reused with each new project, so client content is always on-message and brand integrity consistent.

So there's really no need for you to leave the "softer" aspects of your export campaign to chance. Using a professional translation company like AST provides a guarantee that your international content will be clear, consistent and effective. Whatever the language.

> YOU NEED YOUR SALES, TECHNICAL AND WEBSITE CONTENT TO BE **TRANSLATED BY EXPERTS!**

- > We're recognised as a UK leader for translating high profile, client-facing documents
- > All our translators are rigorously selected so your text will be translated by the best people in the business
- > We ensure you get premium quality translations every time, on time and within budget

No matter how urgent your assignment we can translate it.



CANADA

As Canada's Government has a federal structure, business activities and taxation are affected by regulation and laws at provincial and local levels as well as federal. ►





WHAT ARE **THE CHALLENGES?**

What are the challenges?

■ Challenges when doing business in Canada

As Canada's Government has a federal structure, business activities and taxation are affected by regulation and laws at provincial and local levels as well as federal, which can make doing business complicated for first-time exporters to the country.

A step-by-step guide for importers of commercial goods into the country is provided by the Canada Border Services Agency (CBSA), at: <http://www.cbsa-asfc.gc.ca/import/guide-eng.html>.

Additionally you should be aware that:

- a few UK professional accreditations may not be recognised in Canada so you should check requirements relevant to your goods or services with Canadian trade bodies. Alternatively contact the DIT team in Toronto at: <https://www.gov.uk/world/organisations/department-for-international-trade-canada#contact-us> for advice
- a few agricultural import tariff quotas will remain under the CETA, for example for cheese. See: https://www.international.gc.ca/controls-controles/prod/agri/dairy-laitiers/notices-avis/ceta-trq-cheeses-ct_aecg_fromages.aspx?lang=eng
- some small to medium-sized businesses may struggle to enter Canada's defence and security sector because of its Industrial and Technological Benefits (ITB) policies, see: <https://www.ic.gc.ca/>

eic/site/086.nsf/eng/home. Although market entry is not impossible, DIT's Defence and Security Organisation (DSO) may be able to offer support and advice about entering the Canadian market. Email: ditdso.smeenquiry@trade.gsi.gov.uk

Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world. In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national or resident in the UK or a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

In Transparency International's latest 2018 Corruption Perceptions Index (announced January 2019), Canada is ranked as the 9th least-corrupt country in the world out of 180 countries, reflecting its robust structure of checks and balances (the UK ranks 11th). See: <https://www.transparency.org/country/CAN> for further information.

If you wish to bid on contracts being procured by the federal government, you need to be aware of the Canadian Government's Integrity Framework requirements at: <https://www.tpsgc-pwgsc.gc.ca/ci-if/ci-if-eng.html>.

Visit the Business Anti-Corruption Portal at: <https://www.ganintegrity.com/portal/country-profiles/canada/> for procedures you can establish to protect your company from corruption risks.



Intellectual Property (IP)

IP rights are territorial, which means that they only give protection within the countries where they are registered. You should therefore consider registering your IP rights (if appropriate) in all your export markets.

The principal forms of IP available under common law in Canada are trademarks, designs, patents and copyright, which are all governed by legislation. The administration of copyright, patents, and trademarks is carried out by the Canadian Intellectual Property Office (CIPO), which has guidance on Canada's IP laws at: <http://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/home>.

You should ensure that your IP rights are protected by contacting a local lawyer who is specialised in Intellectual Property. A list of potential lawyers in Canada can be provided by the DIT team in Toronto at: <https://www.gov.uk/world/organisations/departments-for-international-trade-canada#contact-us>.

Further information is provided on the UK Government's Intellectual Property page at: <https://www.gov.uk/intellectual-property-an-overview>, and at the Intellectual Property Office – the UK Government agency providing free and impartial advice on protecting and registering your IP in the UK and abroad. See: <https://www.gov.uk/government/organisations/intellectual-property-office>.

Canada's overall 2018 International Property Rights Index (IPRI) score increased by 0.115 to 8.294 placing it 1st in the North America region, and 10th (out of 125) in the world. See: <https://www.internationalpropertyrightsindex.org/country/canada>.

Protective security advice

The UK Government has advice on crime and fraud prevention in international trade, at: <https://www.gov.uk/guidance/crime-and-fraud-prevention-for-businesses-in-international-trade>.

[Source – FCO Overseas Business Risk: Canada, Government of Canada, DIT Trade and Investment guide: Canada, Transparency International, DSO, Property Rights Alliance, gov.uk]



THE COMPANY

Brazolot Migration Group (B.M.G.) is an Immigration and Relocation Consultancy which has been helping businesses and individual families relocate to Canada since 2003. With over 120+ years combined experience in Canadian immigration, our team of experts work closely with our clients to achieve their dream of starting a new life in Canada.

Based in Hudson, Canada, B.M.G. works across Canada (except Quebec) with most clients relocating to Ontario, British Columbia and Alberta. In recent years, the Atlantic Provinces of New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador, have been promoting their provinces and developing new immigration programs to encourage more people and businesses to settle in their provinces.

THE DIRECTOR

B.M.G.'s director and owner, Dennis Brazolot, is a Regulated Canadian Immigration Consultant (RCIC), along with two other staff members, Helen Brereton and Christopher Hancock. All three are also members of the Canadian Association of Professional Immigration Consultants (C.A.P.I.C). They are supported by a strong team of energetic and enthusiastic immigration case officers who assist the RCIC's with the management of client files on a daily basis; a Careers and Relocation team who provide information on the Canadian job market and on the practical aspects of relocating to Canada; and office administrators. In all, the B.M.G. team has over 120 years experience in assisting overseas nationals with their relocation to Canada.



Dennis Brazolot has worked in the Canadian immigration industry since 1995, when he was recruited to a UK immigration company. Shortly afterwards, he was able to purchase a franchise of Network Migration Commercial Services in The Netherlands, where he lived for two years. He then established Four Corners Emigration in the United Kingdom which he co-owned until he decided to move back to Canada in 2003.

Dennis is currently a licensed recruiter in Alberta, British Columbia, Nova Scotia and Saskatchewan, where licensing is mandatory.

Dennis has represented over 12,000+ clients with their Canadian immigration applications. In addition, Dennis has provided recruitment consulting services to approximately 120 employers across Canada.

As a professional company B.M.G.'s services go beyond merely obtaining the visa. We aim to provide you with the support and information that you require, as you consider what may be one of the most important decisions of your life.



THE EXPERTISE

Brazolot Migration Group is well versed in all the immigration categories and utilise the programs under the Economic categories, primarily the Federal Skilled Worker, Federal Skilled Trades and Canadian Experience Class visa categories; and we also represent applicants applying under the provincial nomination programs, as required. In addition, we work with applicants in the family, investor and business categories, albeit in smaller numbers. B.M.G. works with many applicants who initially relocate to Canada on a temporary basis, assisting temporary foreign workers and international students with their relocation to Canada. BMG works with colleges and universities across the country to assist international students with obtaining study permits followed by post-graduate work permits and permanent resident status, usually under a Provincial Nominee Program.

We also work with businesses looking to transfer employees to their Canadian company which could be the parent company, a subsidiary, a branch, or an affiliate of the business. Qualifying employees can obtain a temporary work permit (along with their partner) and relocate to Canada. They can often qualify for permanent residency status once working in Canada. Employees need to be in a senior managerial position or have specialised knowledge about the company or product which is required in Canada.



In a competitive global market, Canada has introduced priority processing for qualifying foreign workers who have an offer of employment in Canada in a managerial or professional occupation. The Global Skills Strategy intends to help employers and their potential new employees obtain the necessary documentation within two weeks, to assist a quick relocation to Canada. Companies can also look at establishing a Canadian business through one of the visa programs. The requirements can differ quite significantly depending on the location of the intended business.

If you have an innovative business idea which will create employment for Canadians and will be able to complete on a global scale, there are opportunities to obtain support from designated Canadian organisations which is approved to invest into a start-up business established by a foreign worker.

Alternatively, depending on which province you wish to relocate to, there are opportunities to buy an established business or create a new business and apply for residency under one of the provincial nominee programs.



CANADA

It is said that Canadians work to live rather than live to work, and it is not unusual for offices to close fairly promptly at 5pm on a Friday. ►





INSTITUTE OF EXPORT

& INTERNATIONAL TRADE

What does membership of the Institute of Export & International Trade mean?

To most the Institute of Export & International Trade simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

The work of the IOE&IT also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with

the forums and Special Interest Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.

Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPlc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to

our young people at an earlier stage. We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



Why not call us and get involved? It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

Institute of Export & International Trade

Export House

Minerva Business Park, Lynch Wood,
Peterborough, Cambridgeshire,
PE2 6FT, UK

Telephone: +44(0)1733 - 404400

Fax: +44(0)1733 - 404444



Lesley Batchelor OBE, FIEEx (Grad) –
Director General, Institute of Export & International Trade

Focusing on qualifications.

A focus on qualifications – but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things – from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export & International Trade, suffix MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

IOE&IT Qualifications in brief

www.export.org.uk/page/qualifications

- Level 1** Young International Trader (Available electronically)
- Level 2** International Trade Logistic Operations*
- Level 3** Certificate of International Trade
Level 3 Customs Practitioner Award
Certificate in Customs Legislation and Procedures (Delivered by KGH Customs)
Certificate in Customs Duty Calculation (Delivered by KGH Customs)
- Level 4** Diploma in International Trade
Customs Practitioner Award
- Level 5** Diploma in International Trade
Diploma in World Customs
Compliance and Regulations
Foundation Degree jointly delivered with the University of Plymouth
- Level 7** MSc International Trade, Strategy and Operations with Warwick University

Specialist Courses

- Award in International Transport and Documentation
- International Marketing Specialist
- Finance of International Trade Specialist
- Selling Services, Software and Skills Overseas

Apprenticeships

Working in conjunction with employers and Universities, the Institute has access to qualifications which are available now and funded through the apprenticeship levy, these apply for professional and degree qualifications, including Bachelors and Masters Degrees.

- International Freight Forwarding Specialist Apprenticeship (Level 3)
- Chartered Manager Degree Apprenticeship (BSc Professional Management Practice) with the University of Plymouth
- Supply Chain Leadership Degree Apprenticeship (BSc Professional Practice in Supply Chain Leadership) with CP Training Services

Using our 4 Pillars of Learning, the IOE&IT qualifications offer students the opportunity to apply their learning to their current employer, or a business that they know well:

Learning Pillar 1:

World Business Environment

Learning Pillar 2:

Market Research & marketing / selling in a different culture

Learning Pillar 3:

Finance of international trade, getting paid and how foreign exchange works

Learning Pillar 4:

Compliance, regulations and logistics
OR Selling services overseas

As part of IOE&IT qualifications, students will plan, research and implement a work-based project that will act as a useful strategic management tool in each of the main topics they study. Each paper will produce a useful piece of work based on the company's own product or offering which allows the student to gain new knowledge to be useful in the business. This style of work-based projects ensures that all study is relevant to the student's business context. Working on these projects using the organisation's structure provides excellent opportunities for the student to apply theoretical ideas in real world contexts.

The employee will essentially become a practitioner-researcher to undertake each project, producing pieces of work with the potential to yield tangible benefits for the sponsor business – a benefit for both the student who qualifies and the employer who has a set of reports specifically about exporting and their own business.

*International Trade Logistic Operations is delivered through our approved centres



British High Commission Ottawa

The British High Commission Ottawa maintains and develops relations between the UK and Canada.

They work closely with the Canadian Government and partners across the country to develop and maintain a wide range of substantive partnerships of real value to both countries. These partnerships cover business, defence, climate change, science and innovation, education, and culture.

Find out more on their UK and Canada news page here: <https://www.gov.uk/world/canada/news>.

The British High Commission Ottawa provide services to British nationals living in and visiting Canada. You can access UK Government services while in Canada here: <https://www.gov.uk/world/canada>.

Urgent assistance

If you are in Canada and you need urgent help (for example, you have been attacked, arrested or someone has died), call +1 613 237 1530. If you are in the UK and worried about a British national in Canada, call 020 7008 1500.

Get an emergency travel document

You can apply for an emergency travel document if you are abroad and your passport has been lost or stolen, damaged or expired, and you cannot get a new or replacement passport in time to travel here: <https://www.gov.uk/emergency-travel-document>.

If the person needing the emergency travel document is under 16, a parent or guardian should apply on their behalf.

If you are travelling in more than 3 weeks, check if you can get a new or replacement passport in time to travel here: <https://www.gov.uk/renew-adult-passport>.

If you are not a British citizen or have not had a British passport before

If you are not sure, check if you are a British citizen here: <https://www.gov.uk/check-british-citizenship>.

If you are not a British citizen but think you may be eligible, contact the British High Commission Ottawa to apply for an emergency travel document here: <https://www.gov.uk/world/organisations/british-high-commission-ottawa#contact-us>.

Other consular services

Notarial and documentary services

See the full list of notarial and documentary services the British High Commission Ottawa provide here: <https://www.gov.uk/guidance/notarial-and-documentary-services-guide-for-canada>.

Consular fees

The British High Commission Ottawa charge fees for some of their services. See the full list of consular fees in Canada here: <https://www.gov.uk/government/publications/canada-consular-fees>.

The British High Commission also provide services in:

Calgary:

<https://www.gov.uk/world/organisations/british-consulate-general-calgary>.

Montreal:

<https://www.gov.uk/world/organisations/british-consulate-general-montreal>.

Toronto:

<https://www.gov.uk/world/organisations/british-consulate-general-toronto>.

Vancouver:

<https://www.gov.uk/world/organisations/british-consulate-general-vancouver>.

Contact details

British High Commission Ottawa

80 Elgin Street
Ottawa, Ontario, K1P 5K7
Canada

Contact form:

<https://www.contact-embassy.service.gov.uk/?country=Canada&post=British%20High%20Commission%20Ottawa>

Telephone:

+1 613 237 1530

For consular enquiries, use the contact form.

For non-consular enquiries, email:

ukincanada@fco.gov.uk.

Opening hours:

Due to security considerations, public access is by appointment only.

Telephone: 9am to 4pm Monday to Friday (excluding public holidays)

The Institute of Export & International Trade



The Institute of Export & International Trade

Export House
Minerva Business Park
Lynch Wood
Peterborough
PE2 6FT, UK

T: +44 (0) 1733 404400
www.export.org.uk

Department for International Trade (DIT)



Department for International Trade (DIT)

If you have a specific enquiry about the Canadian market which is not addressed by the information in this guide, you may contact:

E: enquiries@trade.gsi.gov.uk
T: +44 (0)20 7215 5000

Otherwise contact DIT at the British Consulate General Toronto directly, for more information and advice on opportunities for doing business Canada:

UK Department for International Trade Toronto

British Consulate General Toronto
777 Bay Street
Suite 2800
Toronto
Ontario M5G 2G2
Canada

E: researchcanada@mobile.trade.gov.uk



UK Export Finance

UK Export Finance

is the UK's export credit agency.

UKEF's mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector, while operating at no net cost to the taxpayer.

We help UK companies of all sizes and in all sectors win, fulfil and get paid for export contracts. We provide insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

UK Export Finance

As the world's first export credit agency, established in 1919, we've been innovating since day one.

- Last year, we provided £2.5 billion of support for UK exports, helping 191 companies sell to 75 markets around the world.
- 77% of all companies we supported were small to medium-sized businesses.
- We also lent £666 million directly to overseas buyers to help them buy from the UK - more than double the amount for 2016 to 2017.

New business enquiries:

To check your eligibility for trade finance and insurance:

Visit: www.great.gov.uk/get-finance

T: +44 (0) 20 7271 8010

E: customer.service@ukexportfinance.gov.uk

Canada-UK Chamber of Commerce

**Canada-UK Chamber of Commerce**

Canada House
Trafalgar Square
London
SW1Y 5BJ
UK

T: +44 (0) 207 930 4553
E: info@canada-uk.org
www.canada-uk.org

British Expertise

**British Expertise**

23 Grafton Street
London
W1S 4EY

T: +44 (0) 20 7824 1920
F: +44 (0) 20 7824 1929

www.britishexpertise.org

Language Services

**AST Language Services Ltd**

Unit 8, Ayr Street, Nottingham
NG7 4FX United Kingdom

T: +44 (0) 115 970 5633
F: +44 (0) 845 051 8780
E: office@astls.co.uk

www.astlanguage.com

Visas & Immigration

**Brazolot Migration Group**

450 Main Road
Hudson, Quebec
J0P 1H0, Canada

T: +1 450 458 2186

E: info@brazolotgroup.com
www.brazolotgroup.com/

Banking/Financial Services

**HSBC Bank Canada**

70 York Street
Toronto, ON

T: 1-647-462-3704
www.business.hsbc.ca

Leonard Mortimore,
Country Head of International
Subsidiary Banking - Canada

E: leonard.i.mortimore@hsbc.ca

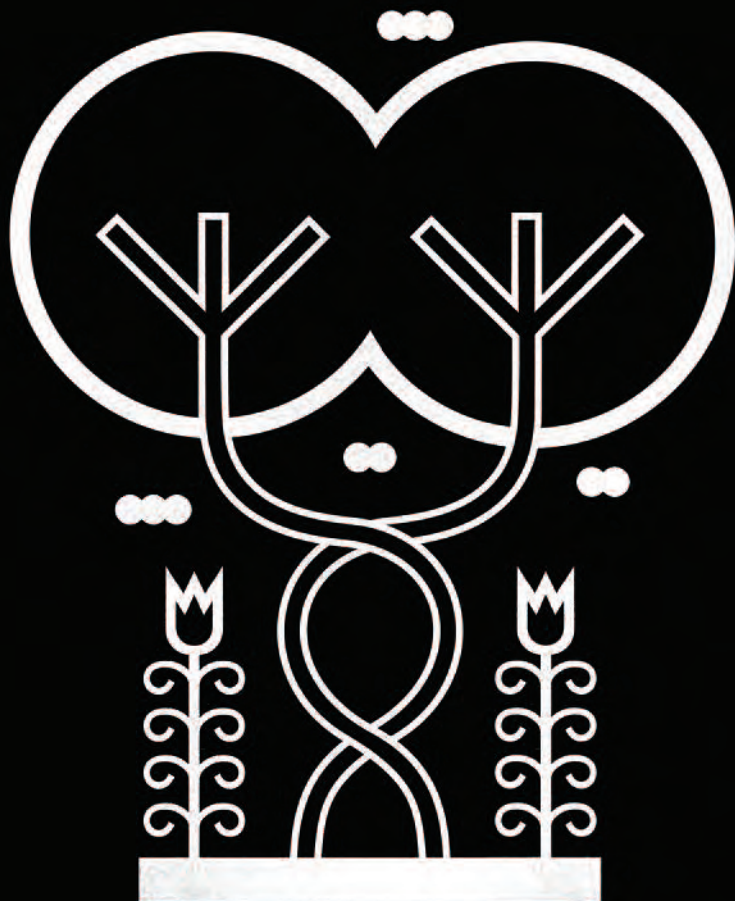
Travel

**London Air Services**

4580 Cowley Crescent
Richmond, British Columbia
Canada V7B 1B8

T: +1 (604) 272-8123
Toll Free: +1 (877) 399-8123
Fax: +1 (604) 233-0202

E: info@londonair.com



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Suite 3800, Royal Bank Plaza
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Toronto, Ontario
M5J 2Z4 Canada

Business Optimisation

**Optimize Consulting**

E: canada@optimizeconsulting.ca
www.optimizeconsulting.ca

T (Vancouver): 1 604 761 4924
T (Calgary): 1 403 982 4001

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1-2-1 ADVICE & INTERACTIVE FEATURES

CO-LOCATED WITH **THE BUSINESS SHOW**



Going Global runs annually every May at the ExCeL London. For the dates of the next event, please visit www.goinggloballive.co.uk



■ Trade shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. DIT's Tradeshow Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of DIT's Accredited Trade Associations (ATOs). ATOs work with DIT to raise the profile of UK groups and sectors at key exhibitions. For more information visit: <https://www.gov.uk/guidance/tradeshow-access-programme>.

IOE&IT's events:

www.export.org.uk/events/event_list.asp

10 Times

(formerly BizTradeShows.com):
www.10times.com/canada

British Expertise Events:

www.britishexpertise.org/events/

EventsEye.com online database:

www.eventseye.com

DIT online events search facility:

www.events.great.gov.uk/ehome/index.php?eventid=200183029&



Useful Links

■ Country information:

BBC Website:
http://news.bbc.co.uk/1/hi/country_profiles/default.stm

FCO Country Profile:
<https://www.gov.uk/foreign-travel-advice/canada>

■ Culture & communications:

ICC – The international language association:
<https://icc-languages.eu/>

■ Customs & regulations:

HM Revenue & Customs:
<https://www.gov.uk/government/organisations/hm-revenue-customs>

■ Economic information:

The Economist:
<https://www.economist.com/topics>

Trading Economics:
www.tradingeconomics.com

■ Export control:

Export Control Joint Unit:
<https://www.gov.uk/guidance/beginners-guide-to-export-controls>

■ Export finance & insurance:

British Insurance Brokers Association (BIBA):
www.biba.org.uk

UK Export Finance (formerly ECGD):
www.gov.uk/government/organisations/uk-export-finance

■ Intellectual Property:

Intellectual Property Office:
<https://www.gov.uk/government/organisations/intellectual-property-office>

World Intellectual Property Organization (WIPO):
http://www.wipo.int/treaties/en/text.jsp?file_id=288514

■ Standards & technical regulations:

British Standards Institution (BSI):
<https://www.bsigroup.com/en-GB/industries-and-sectors/import-export/>

Export Control Joint Unit (ECJU):
<https://www.gov.uk/government/organisations/export-control-organisation>

Intellectual Property Office:
<https://www.gov.uk/government/organisations/intellectual-property-office>

National Physical Laboratory:
<http://www.npl.co.uk/>

■ Trade statistics:

HM Revenue and Customs (HMRC):
<https://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx>

National Statistics Information:
https://www.gov.uk/search/research-and-statistics?content_store_document_type=upcoming_statistics

Office for National Statistics:
<http://www.ons.gov.uk/>

■ Trade shows:

British Expertise Events:
<https://www.britishexpertise.org/events/>

EventsEye.com online database:
www.eventseye.com

DIT Events Portal:
<https://www.events.great.gov.uk/ehome/index.php?eventid=200183029&>

■ Travel advice:

FCO Travel:
www.gov.uk/browse/abroad

FCO Foreign Travel Insurance:
<https://www.gov.uk/guidance/foreign-travel-insurance>

■ Healthcare abroad:

Travel health:
www.travelhealth.co.uk

TravelHealthPro:
<https://travelhealthpro.org.uk/countries>

NHS (Scotland):
<http://www.fitfortravel.nhs.uk/destinations.aspx>

NHS Choices:
<https://www.nhs.uk/using-the-nhs/health-care-abroad/>

■ International trade:

British Chambers of Commerce (BCC):
www.britishchambers.org.uk

British Council:
www.britishcouncil.org

British Expertise:
www.britishexpertise.org

British Franchise Association:
<http://www.thebfa.org/international>

Centre for the Protection of National Infrastructure (CPNI):
<http://www.cpni.gov.uk/>

Confederation of British Industry (CBI):
www.cbi.org.uk

Department for Business, Energy & Industrial Strategy (BEIS):
<https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy>

Department for International Trade (DIT):
<https://www.gov.uk/government/organisations/department-for-international-trade>

DIT e-exporting programme:
<https://www.gov.uk/guidance/e-exporting>

Exporting is GREAT:
<https://www.great.gov.uk/>

Foreign & Commonwealth Office (FCO):
www.gov.uk/government/organisations/foreign-commonwealth-office

Heritage Foundation Index of Economic Freedom:
<https://www.heritage.org/index/ranking>

Institute of Directors (IoD):
www.iod.com

Institute of Export & International Trade (IOE&IT):
www.export.org.uk

International Monetary Fund (IMF):
<http://www.imf.org/external/index.htm>

Market Access Database:
<http://madb.europa.eu/madb/indexPubli.htm>

Open to Export:
<http://opentoexport.com/>

Organisation for Economic Co-operation and Development (OECD):
<http://www.oecd.org/>

Transparency International:
<http://www.transparency.org/>

UK Trade Tariff:
<https://www.gov.uk/trade-tariff>

UK Visas:
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

World Bank Group economy rankings:
<http://www.doingbusiness.org/en/rankings>

World Economic Forum Global Competitiveness Report:
<http://reports.weforum.org/global-competitiveness-report-2018/>

■ Canadian websites:

Air Canada:
<https://www.aircanada.com/ca/en/aco/home.html>

Bureau de Normalisation de Québec (BNQ):
<https://www.bnq.qc.ca/en/>

Canada Border Services Agency (CBSA):
<http://www.cbsa-asfc.gc.ca/menu-eng.html>

Canada Post:
<https://www.canadapost.ca/cpc/en/home.page>

Canada Revenue Agency (CRA):
<https://www.canada.ca/en/revenue-agency.html>

Canadian Air Transport Security Authority (CATSA):
<https://www.catsa-acsta.gc.ca/en>

Canadian Automobile Association (CAA):
<https://www.caa.ca/>

Canadian Embassy, London:
<http://canada.embassyhomepage.com/>

Canadian Food Inspection Agency:
<https://www.canada.ca/en/food-inspection-agency.html>

Canadian Franchise Association (CFA):
<https://www.cfa.ca/>

Canadian General Standards Board (CGSB):
<https://www.tpsgc-pwgsc.gc.ca/ongc-cgsb/index-eng.html>

Canadian Heritage:
<https://www.canada.ca/en/canadian-heritage.html>

Canadian Intellectual Property Office (CIPO):
<http://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/home>

Canadian Nuclear Safety Commission (CNSC):
<http://www.cnscc.gc.ca/eng/>

Canadian Standards Association (CSA):
<https://www.csagroup.org/>

Competition Bureau Canada:
<https://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/home>

Destination Canada:
<https://www.destinationcanada.com/en>

Environment and Climate Change Canada (ECCC):
<https://www.canada.ca/en/environment-climate-change.html>

Financial Transactions and Reports Analysis Centre of Canada (FINTRAC):
<http://www.fintrac-canafe.gc.ca/fintrac-canafe/1-eng.asp>

Fisheries and Oceans Canada:
<http://www.dfo-mpo.gc.ca/index-eng.htm>

Global Affairs Canada:
<https://www.international.gc.ca/gac-amc/index.aspx?lang=eng>

Health Canada:
<https://www.canada.ca/en/health-canada.html>

Innovation, Science and Economic Development Canada (ISED):
<http://www.ic.gc.ca/eic/site/icgc.nsf/eng/home>

Invest Alberta:
<https://investalberta.ca/>

Enter the Open to Export Action Plan Competition for the chance **to win £3,000 cash** and further support towards your plans **for international growth**. Complete your plan using our online planning tool.



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We are the free online information service from The Institute of Export & International Trade dedicated to helping SMEs through our:

Step-by-step guides covering the whole export journey from 'Selecting a market' to 'Delivery and documentation'

A comprehensive webinar programme covering all aspects of international trade

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to start your plan and enter the competition

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Invest in Canada (IIC):
<https://www.investcanada.ca/>

Invest in Newfoundland & Labrador:
<https://www.tcii.gov.nl.ca/invest/index.html>

Invest in Nova Scotia:
<https://www.novascotiabusiness.com/invest>

Invest in Ontario:
<https://www.investinontario.com/#home-lead>

Invest in Saskatchewan:
<https://www.linkedin.com/showcase/invest-in-saskatchewan/>

Invest Northwest Territories:
<https://www.investnwt.com/>

Invest Yukon:
<https://yukon.ca/en/doing-business/mining-investment-yukon>

Investissement Québec:
<https://www.linkedin.com/company/investissement-quebec/>

Justice Laws website:
<https://laws.justice.gc.ca/eng/>

National Energy Board:
<http://www.neb-one.gc.ca/index-eng.html>

Natural Resources Canada:
<https://www.nrcan.gc.ca/home>

Office of Consumer Affairs (OCA):
<http://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02965.html>

Public Health Agency of Canada:
https://www.canada.ca/en/public-health.html?utm_source=VanityURL&utm_medium=URL&utm_campaign=publichealth.gc.ca

Québec French Language Office:
<http://www.oqlf.gouv.qc.ca/accueil.aspx>

Standards Council of Canada (SCC):
<http://www.scc.ca/en>

Transport Canada:
<http://www.tc.gc.ca/>

Trade and Invest British Columbia:
<https://www.britishcolumbia.ca/>

Travel Canada:
<http://www.canada.travel/>

Underwriters Laboratories of Canada (ULC):
<https://canada.ul.com/>







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Quick facts

- **Location:** Northern North America, bordering the North Atlantic Ocean on the east, North Pacific Ocean on the west, and the Arctic Ocean on the north, north of the conterminous US
- **Area:** 9,984,700 km²
- **Population:** 37 million
- **Urban population:** 81.4%
- **Capital city:** Ottawa
- **GDP per capita:** US \$46,260.7
- **Languages:** English and French
- **Religions:** Catholic 39% (includes Roman Catholic 38.8%, other Catholic .2%), Protestant 20.3% (includes United Church 6.1%, Anglican 5%, Baptist 1.9%, Lutheran 1.5%, Pentecostal 1.5%, Presbyterian 1.4%, other Protestant 2.9%), Orthodox 1.6%, other Christian 6.3%, Muslim 3.2%, Hindu 1.5%, Sikh 1.4%, Buddhist 1.1%, Jewish 1%, other 0.6%, none 23.9% (2011 est.)
- **Government type:** federal parliamentary democracy (Parliament of Canada) under a constitutional monarchy; a Commonwealth realm; federal and state authorities and responsibilities regulated in constitution
- **Legal system:** common law system except in Québec, where civil law based on the French civil code prevails
- **Currency:** Canadian Dollar (CAD)
- **Climate:** varies from temperate in south to subarctic and arctic in north
- **Natural resources:** bauxite, iron ore, nickel, zinc, copper, gold, lead, rare earth elements, molybdenum, potash, diamonds, silver, fish, timber, wildlife, coal, petroleum, natural gas, hydropower
- **Time difference:** UTC-5 (same time as Washington, DC, during Standard Time)
- **Internet country code:** .ca
- **National holiday:** Canada Day, 1st July (1867)
- **National symbols:** maple leaf, beaver; national colours: red, white

[Source – FCO Economics Unit, CIA World Factbook (May, 2019)]





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