

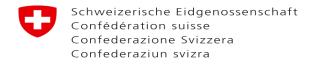




CANADA: Business Opportunities

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1. Tasks & Services of Swiss Business Hubs





<u>Tasks</u>

Looking for export opportunities in the Canadian market for Swiss SME's and startups.

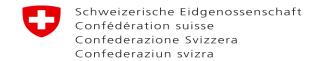
- Researching and compiling information about the relevant target market
- Clarification of business opportunities in relevant industries
- Contacts with trade organizations and public institutions
- Joint promotion projects (such as attendance of trade fairs in Swiss Pavilions)
- Wide range of networking events

Services

The Hub's services include:

- market information;
- certification support;
- detailed market and product analysis;
- search for distributors, local representatives and partners and support for the establishment of communication channels;
- B2B / B2C sales pipeline development;
- individual consulting and coaching of SMEs;
- site location evaluation;
- organization of events and fact finding missions for Swiss companies, associations and official delegations.
- Tradeshow participation and ancillary services.

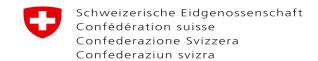
2. Country Information





2.1 General Information & Economic Indicators

Canada		Compare to Switzerland	
Land Area	9'984'670 km2	←242 bigger	41'277 km
Population	35'623'680 (growth ratio 0.73%)	← 4,32 more	8'236'303 (growth ratio 0.63%)
GDP (nom) in US\$ GDP Capita in US\$	\$ 1'799 Bn \$ 48'466		698 Bn \$ 82'892
Unemployment	6,2%		3%

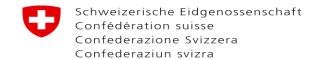




2.1 General Information & Economic Indicators

Country Comparison Switzerland - Canada

Switzerland and Canada in International Rankings	Switzerland	Canada	
WEF (Global Competitiveness Index 2017/2018)	1	14	
Ease of doing Business (World Bank Report 2018)	33	18	
The Global Innovation Index 2018 www.globalinnovationindex.org	1	12	
The 20 Lowest Risk Countries Marsh Political Risk Map 2018	1	4	
Index of Economic Freedom 2017 (The Heritage Foundation, www.heritage.org)	4	9	
Big Mac Guide 2018 Time at work needed to afford a Big Mac in minutes	Zürich 13.4 Geneva 15.4	Toronto 15 Montreal 18	



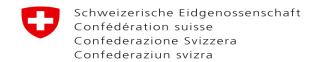


2.2 Trade & Business Partner Switzerland

Business Implications

Switzerland and Canada are very similar:

- Excellent business environment
- Strong IP protection
- Globally competitive
- Open to trade
- Pro-Business Government
- Highly educated & skilled labor-force
- High quality living environment
- Both countries have a large and influential neighbor at their doorstep





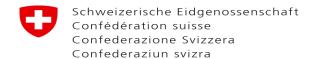
2.2 Trade & Business Partner Switzerland

Foreign Direct Investment

Foreign Direct Investment 2016 (in CHF million)

	2015	2016	Change	Share
Swiss FDI in Canada				
Capital flow	-1'792	-2'486		
Stock	49'825	49'653	-0.3%	4.1%
Number of staff employed in Canada	33'573	32'353	-3.6%	1.6%
Canadian FDI in Switzerland				
Capital flow	577	-131		
Stock (by ultimate beneficial owner)	38'211	35'534	-7.0%	3.7%
Number of staff employed in Switzerland	3'633	N/A		

Source: Swiss National Bank



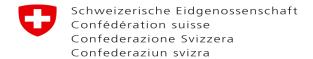


Why making business in Canada?

- Bilateral trade between Switzerland and Canada is strong and continues to grow
- Increased opportunities due EFTA Free Trade Agreement
- 200+ Swiss companies doing business in Canada



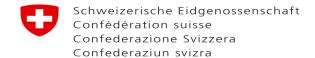
3. Market Overview





3.1 SWOT – Analysis 2018

Strengths	Weaknesses
 Low unemployment Low public debt Solid banking sector Excellent level of education Proximity to USA Energy independence Stable currency Abundant natural resources Attractive for FDI in commodities sector 	 Low export diversification (75% of exports to USA) Hignly dependent on energy & commodity prices Trade deficit Protectionism in certain sectors (e.g. dairy) Innovation and productivity weakness Skills mismatch in the labor market
Opportunities	Threats
 Free Trade Agreements (EFTA+CETA) Rising Energy Demand in emerging markets Interest in Investments in the Canadian commodities sector Stronger US dollar 	 Global economic uncertainty Volatile energy & commodity prices Overvalued USD European identity crises Climate policies Increasing US protectionism Upcoming local & federal elections





3.2 Economic Trends & Outlook

The Canadian economy is experiencing a phase of solid growth with high private consumption being the main contributor.

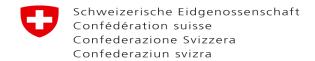
GDP

The Canadian economy is expected to generate a nominal growth rate of 2.0%,

Threats to the new deal USMCA and escalating global trade tensions may open to a new focus on different markets and therefore more opportunities for bilateral trade.

Imports & Exports

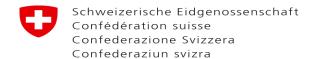
Bilateral trade of goods in 2017 has increased by 19%. Mainly due to Swiss International Airline's purchase of CS300 planes from Bombardier.





3.3 Overview / Priorities 2019

Cleantech Sustainable Building	 New study on opportunities for Swiss companies about the Canadian sustainable building sector Presentation of the study result in Zürich (date TBD) Organization of a Fact Finding Mission 1st week December (participation at The Building Show in Toronto) 	
ICT – Artificial Intelligence	 Canadian superclusters (Advanced Manufacturing, Digital Technologies and Scale AI): the door is open but implementation still at the beginning. 	
Retail Fashion and apparel	 Bringing new brands to Canada! 3 possible scenarios Trough a collaboration with a major retailer (project over several months) By opening a Swiss Pop Up Store By starting a combined e-commerce + marketing project 	
MEM	Food processing machine industry Generally, Manufacturing and processing machinery can now be written off in the first year of purchase.	







Grazie!