

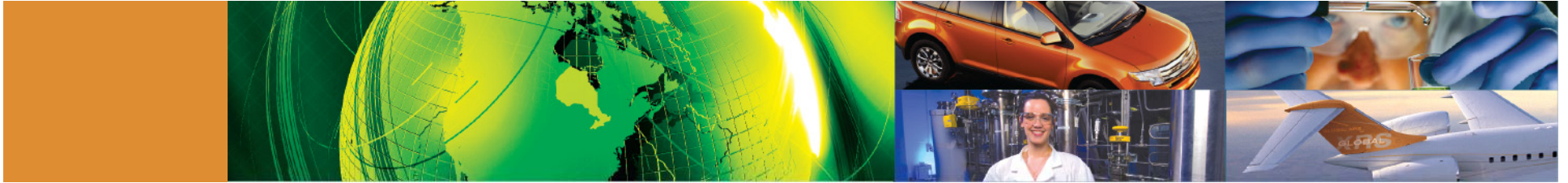


Canada's Economic Powerhouse

Presentation to WEAO

January 20, 2011

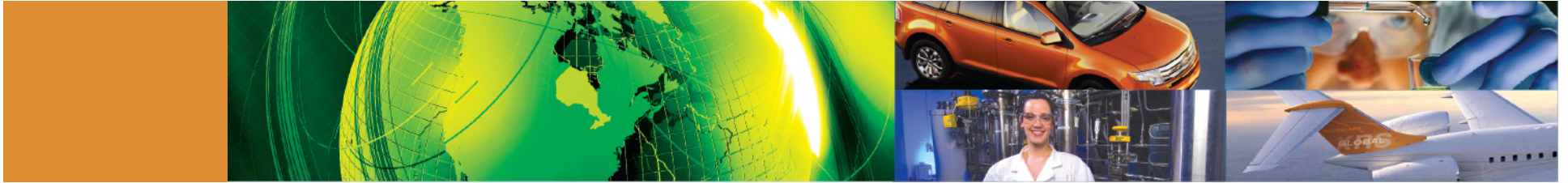




## International Trade Branch – Mandate

- Assist Ontario firms to begin exporting and expand into new markets
- Showcase Ontario's products and services internationally
- Build a 'global mindset' at the community level

*Most Programs/Activities are delivered in partnership with key stakeholders*



## International Trade Branch – Programs and Services

### Market Consulting – 1:1

#### New Exporter Programs

- Exporter Skills Development Workshops / Webinars
- New Exporters to Border States (NEBS)

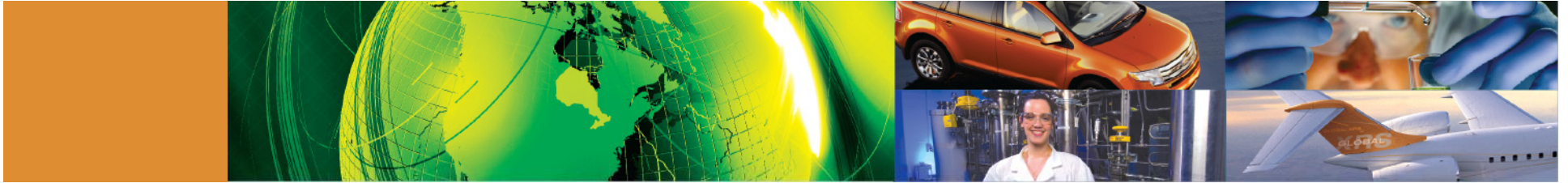
#### Market Expansion

- Market Seminars
- Virtual Trade Missions
- Incoming Buyers' Programs
- Trade missions – sector specific
- International Trade Exhibitions

**Advocacy with international buyers, decision-makers and influencers**

#### Premier's Signature Missions





# Organization

## Management Team

Hope Jaglowitz – Director

Richard Gould; Pamela Kanter; Mohan Roshan – Managers

## Three geographic sections

United States and European Union (US & EU)

China, Japan, South Korea, Australia, E. Europe, Middle East, South America

India, S/Southeast Asia, Africa, Int'l Financial Institutions, Special Projects

## 19 International Marketing Consultants

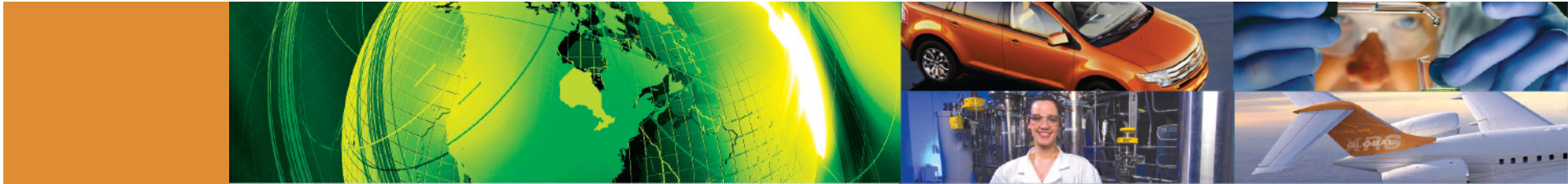
Geographic focus – breadth and depth of market expertise

Priority sectors targeted within each priority market

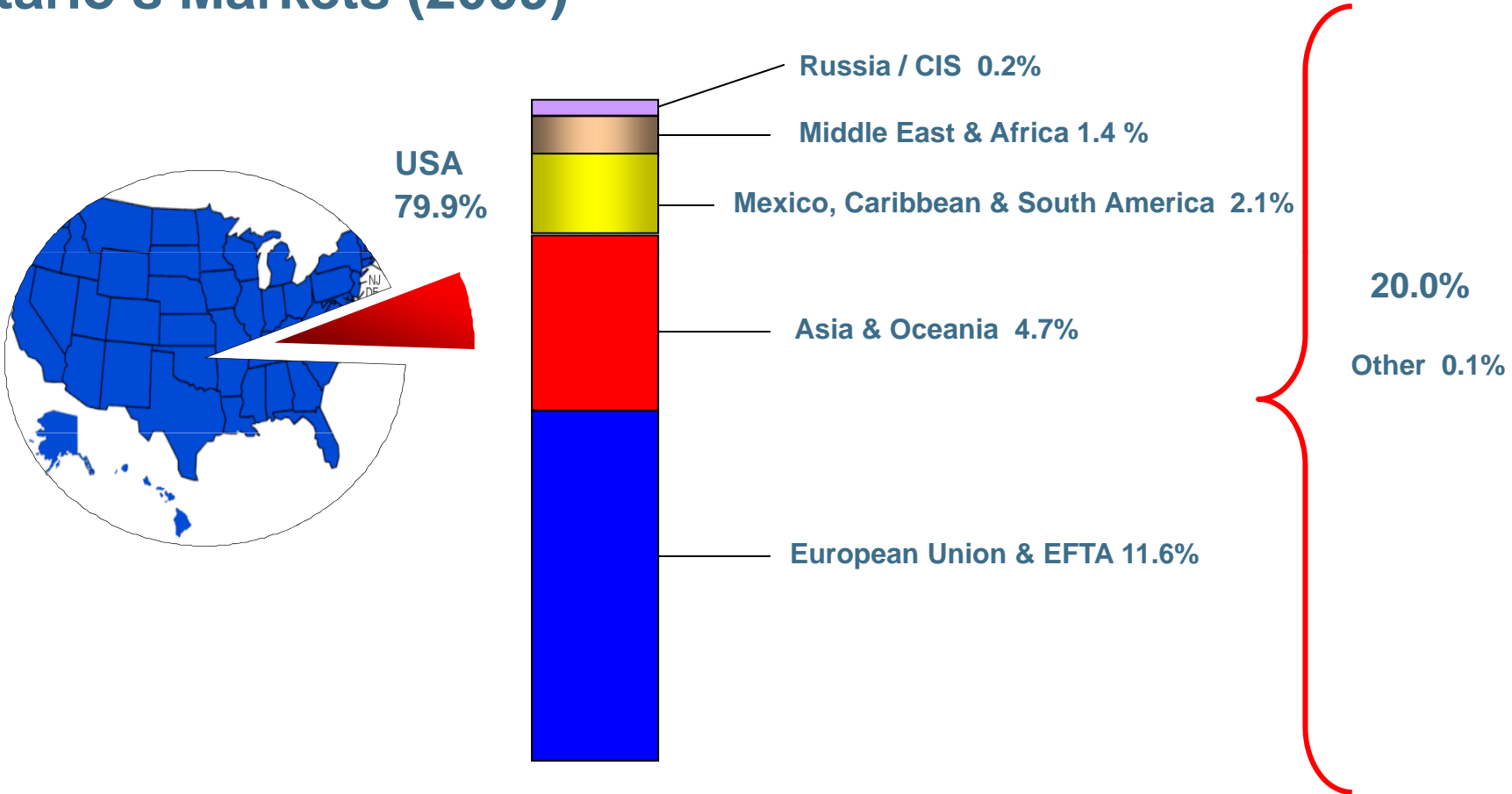
Multilingual capabilities (14 languages)

Community Exporter Development – Debbie Walker

## 4 contracted in-market representation firms (ITDR) in Mexico, Brazil, Chile and UAE

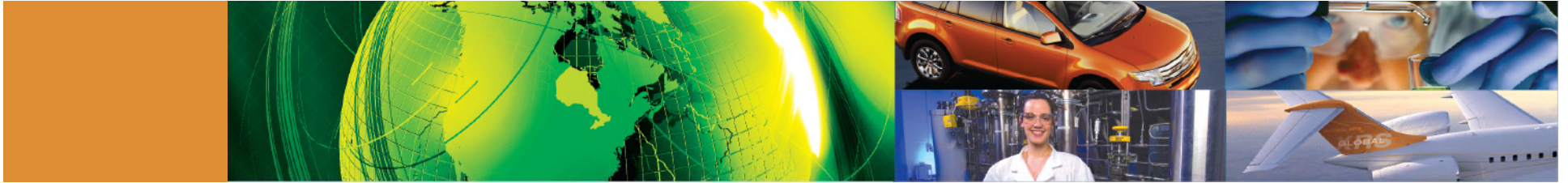


# Ontario's Markets (2009)



Source: Statistics Canada 2010.





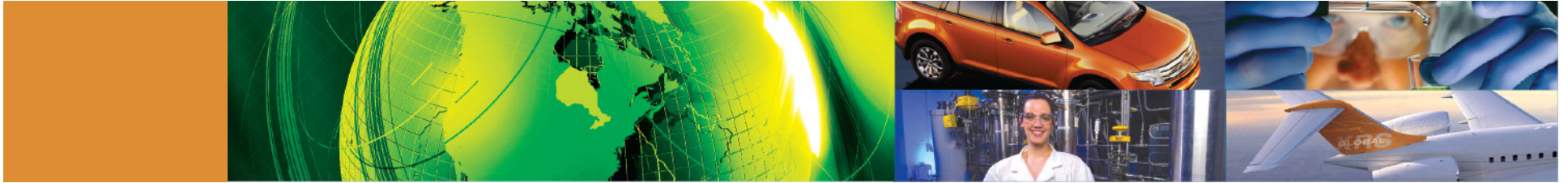
## Target Markets

### A balance of developed...

- USA
- European Union
- Japan
- Israel

### ...and emerging markets

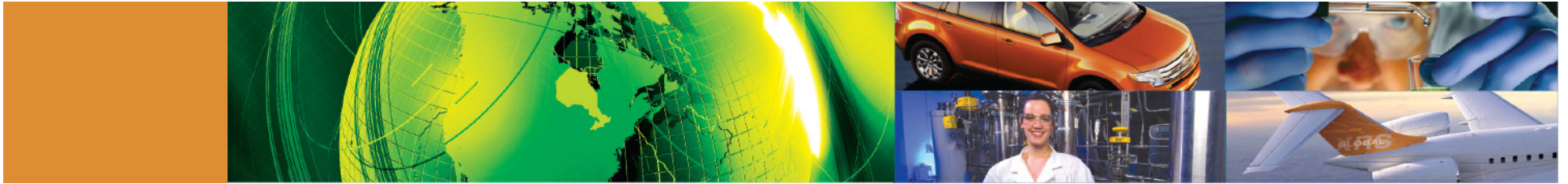
- China
- India
- Brazil
- Mexico
- Russia
- Gulf States
- Turkey
- South Africa
- ASEAN



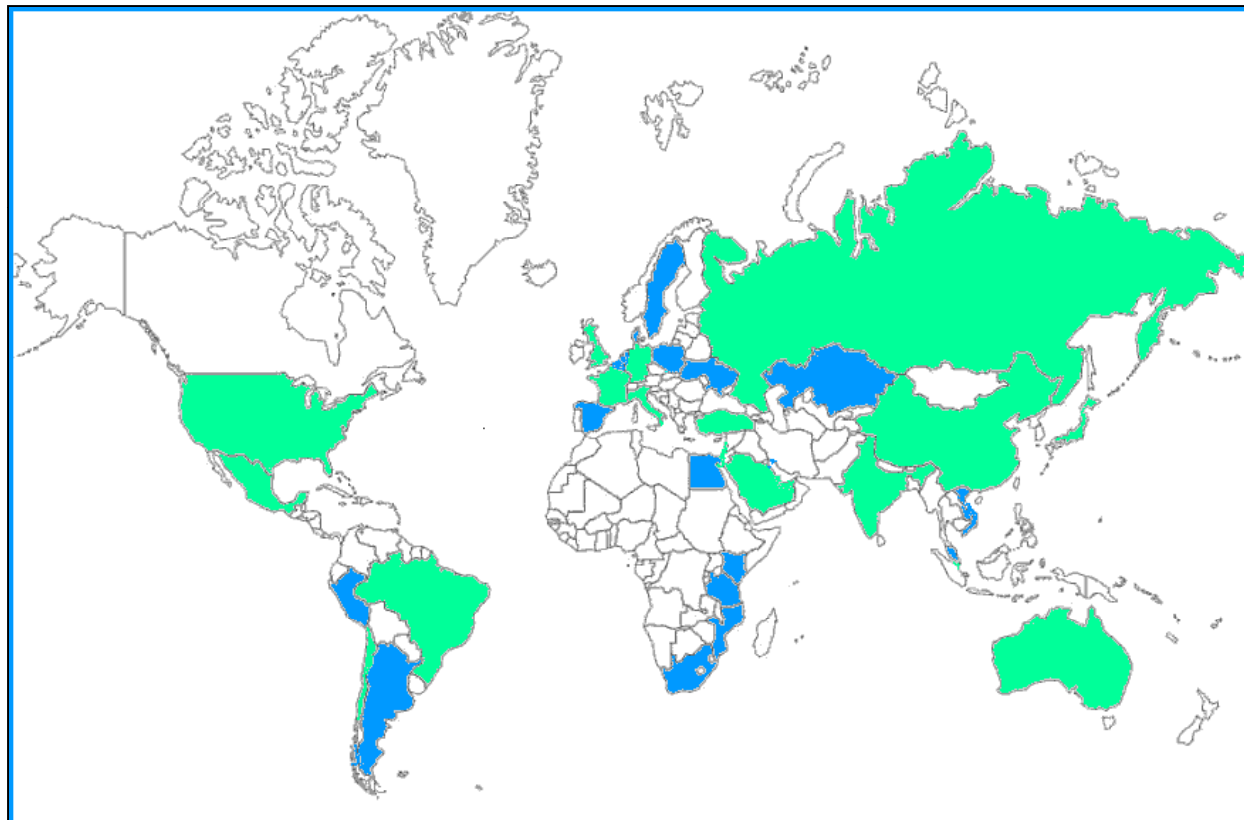
## Priority Sectors



- Aerospace
- Advanced Manufacturing
- Automotive
- Construction / Infrastructure
- **Environment / Renewable Energies / Water**
- Information Technology
- Life Sciences
- Business & professional services

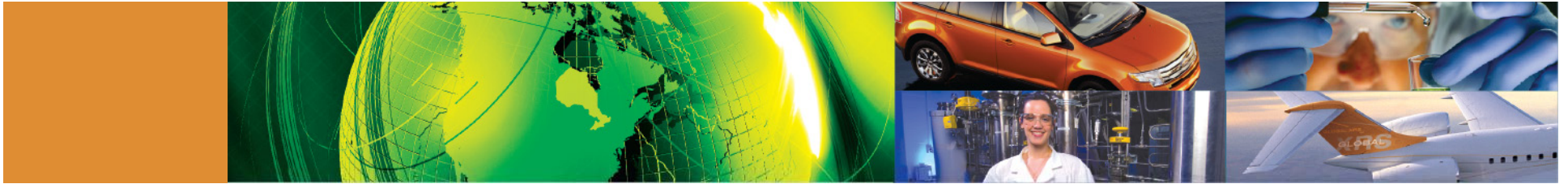
*The target sectors differ by priority market...*



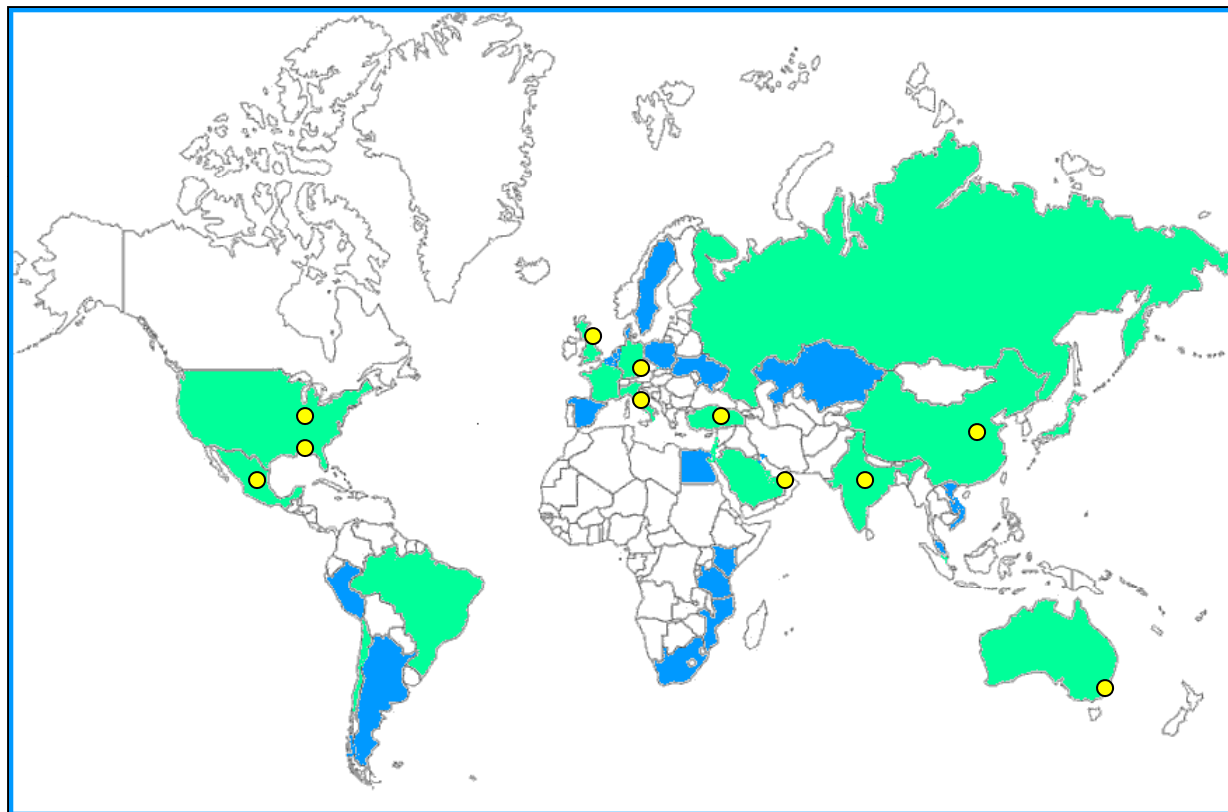
## Primary and Secondary Markets FY 10-11

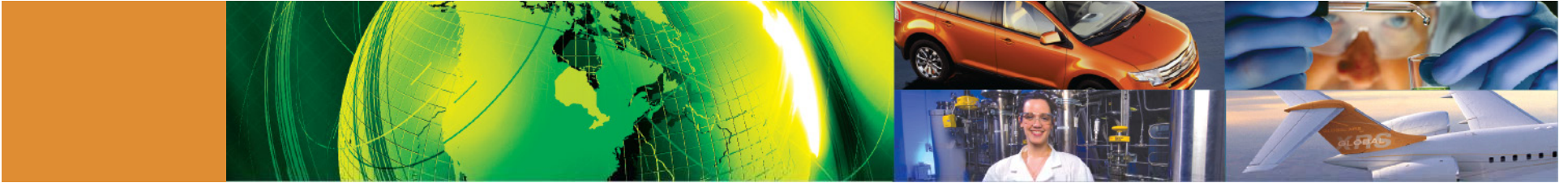


-  Primary
-  Secondary

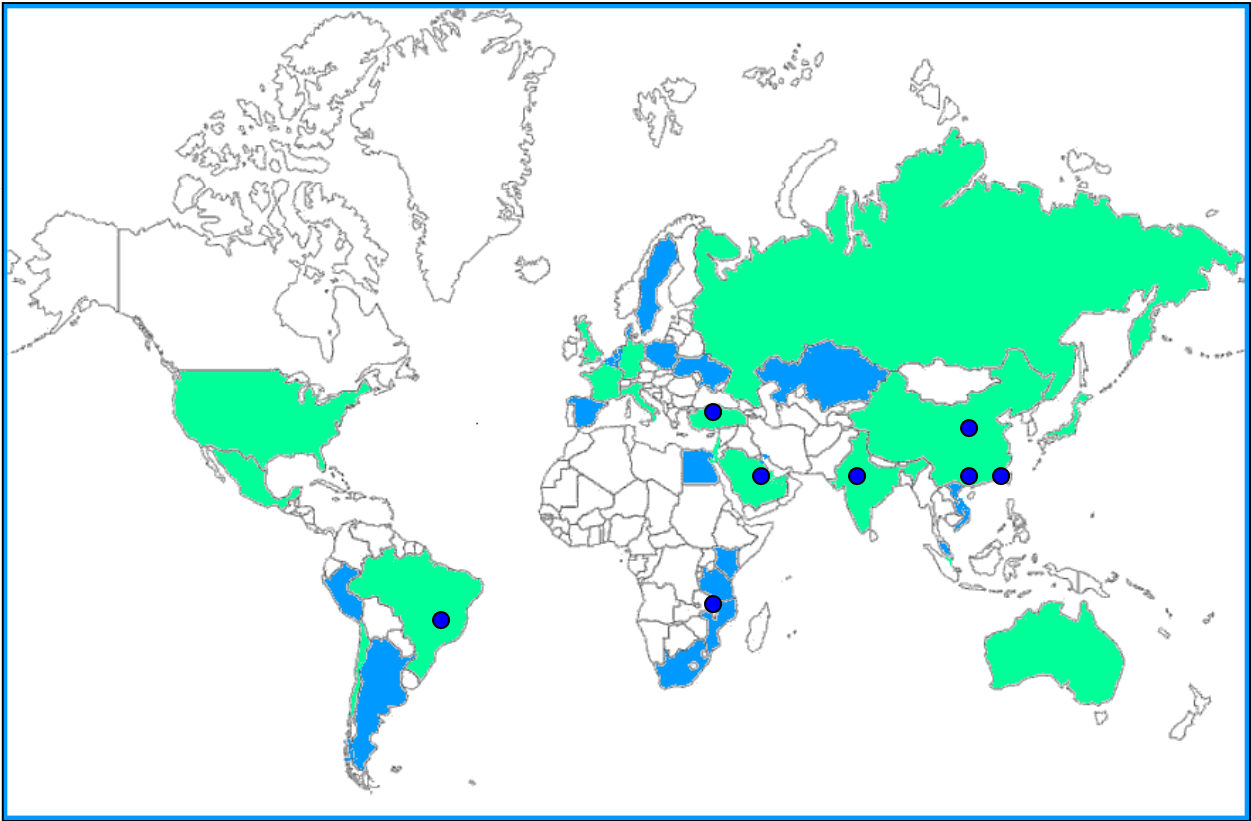


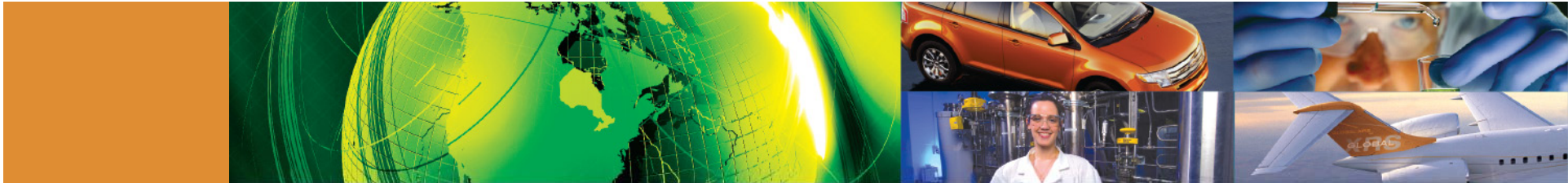
## Target Markets by Sector – Cleantech



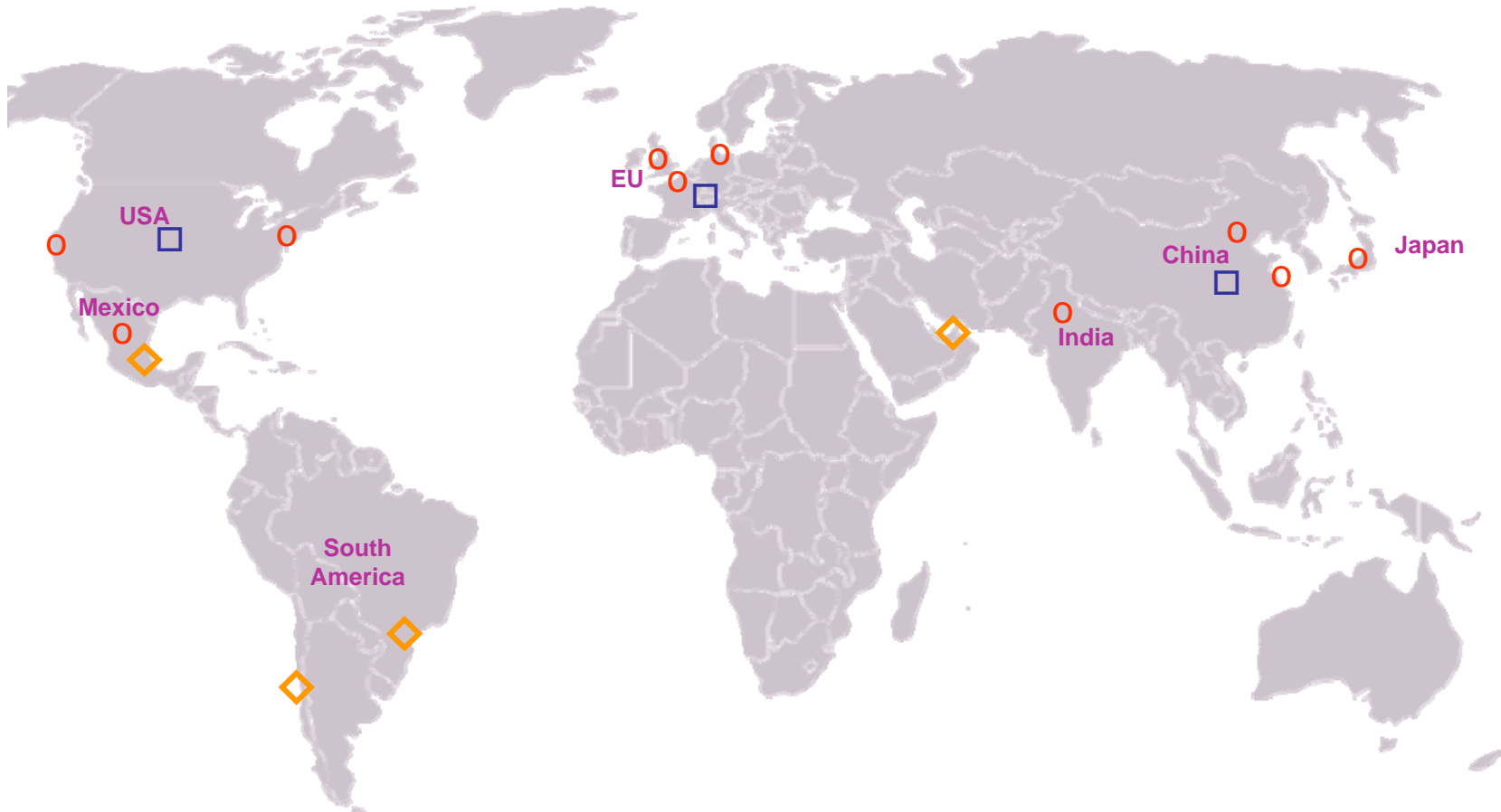


# Target Markets by Sector – Infrastructure





# Ontario's global network



**International Marketing Centres (IMCs):**

- China (2), Germany, France, India, Japan, Mexico, UK, US (2)

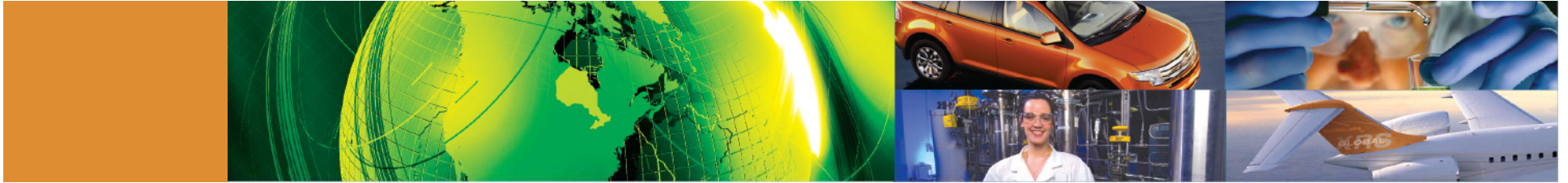
**International Trade Development Representatives (ITDRs):**

- ◇ Chile, Brazil, Mexico, UAE

**International Business Development Representatives (IBDRs):**

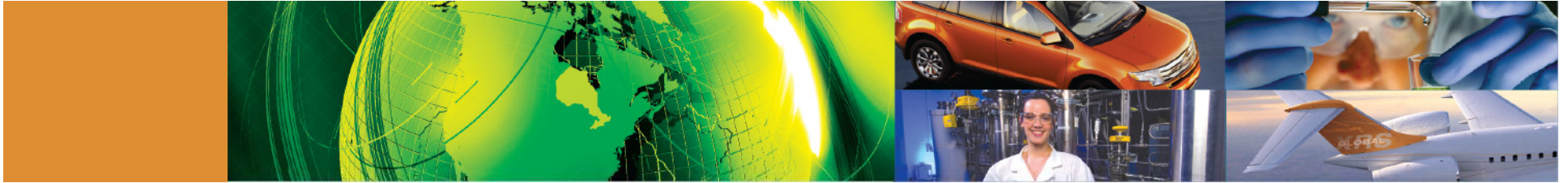
- US, EU, Asia





## International Trade Branch Programs FY 2010 – 2011

Trade Missions/Exhibitions	65
Virtual Trade Missions	6
Seminars/Conferences	36
Incoming Buyer/Delegations	14
NEBS (New Exporters to Border States)	8



## FY 2010-11 Water Sector Programs

### Asia

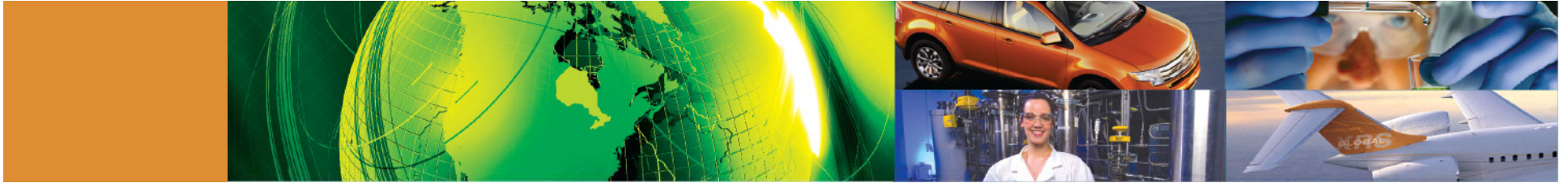
- **Environmental Mission to China Water Show, Hong Kong, Shanghai & Wuxi** (April/May)
- **Singapore International Water Week** (June)
- **Clean Technology Mission to India, Mumbai, Ahmedabad, New Delhi** (October)

### Latin America

- **Brazil Incoming Water/Wastewater Procurement delegation** (September)
- **Mexico Incoming Water/Wastewater Utilities delegation** (September)
- **Water Mission to Mexico & ANEAS Conference & Exhibition** (November)

### United States

- **WEFTEC 2010, New Orleans** (October)



## FY 2011-12 Water Sector Programs (TBC)

### Asia

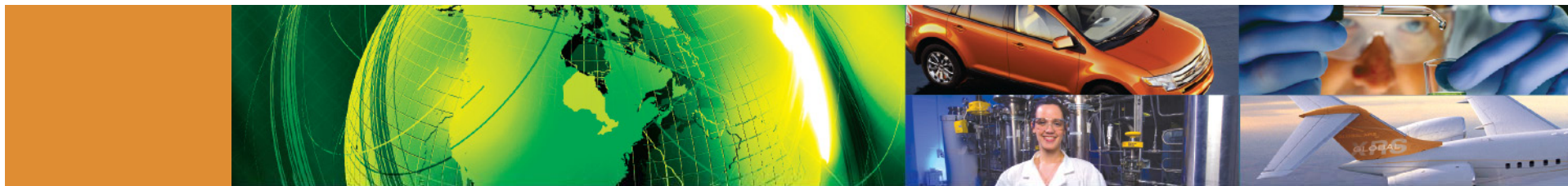
- Environmental Mission to **China** Water Show, Beijing (May 4-13, 2011)
- **Singapore** International Water Week (July 4-8, 2011)
- Clean Technology Mission to **India** (August, 2011)

### Latin America

- Incoming Delegation from **Mexico** (Q1, 2011)
- Water/Wastewater Mission to **Mexico** (Q3, 2011)
- Water/Wastewater Mission to **Brazil** (November 2011)

### United States

- WEFTEC 2011, **Los Angeles** (October 15-17, 2011)



Thank you!

**International Trade Branch**  
Ministry of Economic Development and Trade

**[www.ontarioexports.com](http://www.ontarioexports.com)**

