



# CANADA – YOUR PARTNER FOR BUSINESS



Foreign Affairs, Trade and  
Development Canada  
Trade Commissioner Service

Affaires étrangères, Commerce  
et Développement Canada  
Service des délégués commerciaux

Canada 



Government  
of Canada

Gouvernement  
du Canada

The Canadian Trade  
Commissioner Service

## Connect with the TCS

[tradecommissioner.gc.ca](http://tradecommissioner.gc.ca)

**Susanne Knobloch**

Trade  
Commissioner  
Vienna, Austria

Twitter Accounts



**Susanne Knobloch**  
@SusanneKnobloch



**Trade Commissioner**  
@TCS\_SDC

Located in offices across Canada, and 174 cities worldwide,  
the TCS facilitates:

- Foreign-market access
- Trade leads
- Exports
- Business contacts
- Events
- Technology transfer
- Licensing agreements
- Joint-venture development
- Investment in Canada
- Research and development (R&D) partnerships

# Doing Business in Canada

## Geographical overview

Population	35.9 million
Size	10 million km <sup>2</sup>
Capital	Ottawa
Largest city	Toronto
Official languages	English & French
Currency	Canadian dollar (\$) (CAD)



# Doing Business in Canada

## Economic facts

Real GDP growth	1.2 %
GDP per capita	51,958 US\$
Canadian Direct Investment Abroad (CDIA)	829 million US\$
FDI in Canada	732 million US\$
Ease of Doing Business Rank	#14 (Austria #21)
Corruption Perception Index	#9 (Austria #16)
Canadian merchandise export values	524 \$ billion
Canadian merchandise import values	511 \$ billion
Top Export Destinations	1. United States 2. China 3. United Kingdom 4. Japan 5. Mexico

## Free Trade Agreements

- ✓ Korea
- ✓ Honduras
- ✓ Panama
- ✓ Jordan
- ✓ Colombia
- ✓ Peru
- ✓ European Free Trade Association (**EFTA**)
- ✓ Costa Rica
- ✓ Chile
- ✓ Israel
- ✓ North American Free Trade Agreement (**NAFTA**)
- ✓ U.S. Free Trade Agreement (**CUSFTA**)





# Doing Business in Canada

## Canada & Austria

### CANADA

- **Merchandise imports from Austria :** 1,7 Billion CAD
- **Austrian Direct Investment in Canada:** 1 Billion
- **Main imports from Austria:** Machinery & Equipment, Chemicals, Mineral Fuels, Food, Beverage & Tobacco
- **Austrian investors in Canada:** AMAG, Voest, Andritz, Kapsch

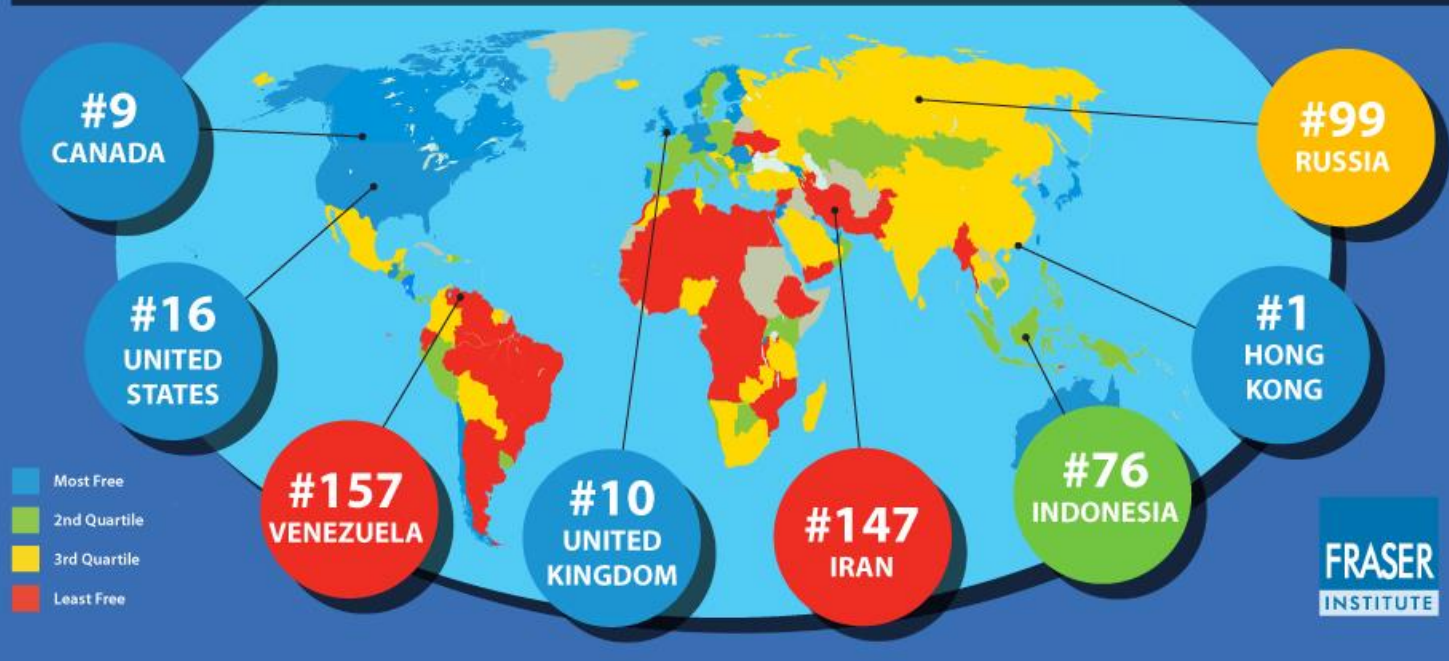
### AUSTRIA

- **Merchandise imports from Canada:** 271 Million CAD
- **Canadian Direct Investment in Austria:** 496 Million CAD
- **Main imports from Canada:** Aircraft products, Machinery and Vehicles
- **Canadian investors in Austria:** Magna International, Bombardier, Husky, Open Text



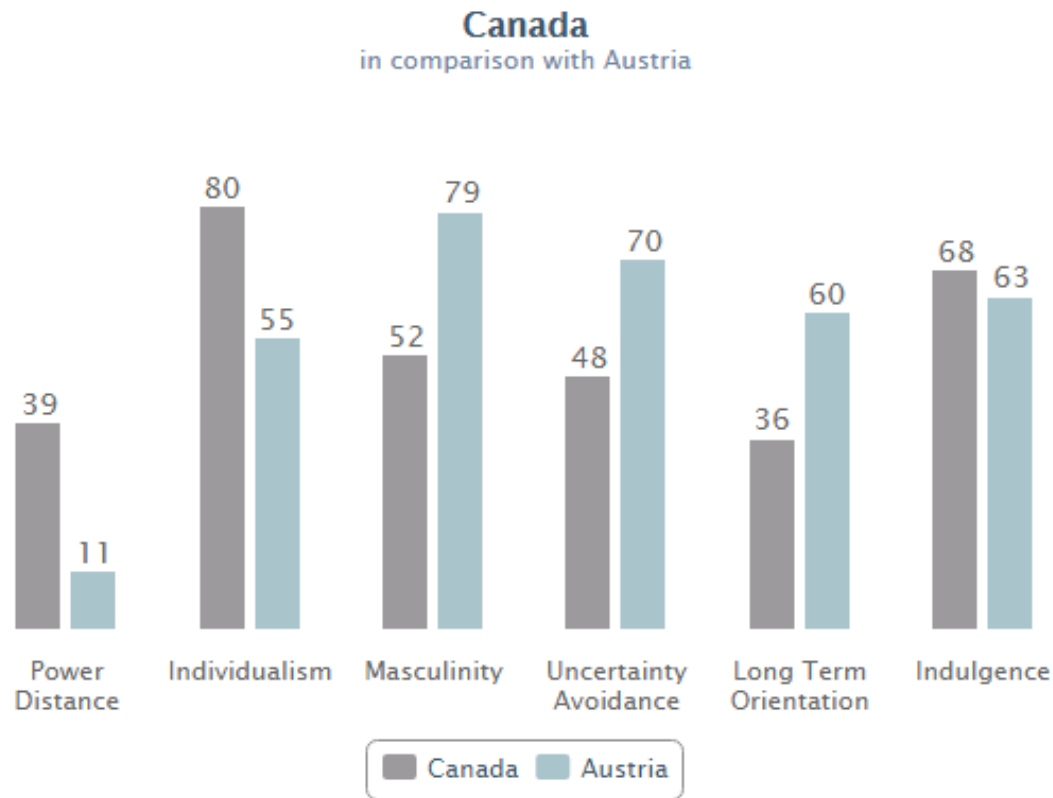
# Doing Business in Canada

Report ranks **ECONOMIC FREEDOM** of 157 jurisdictions worldwide



# Doing Business in Canada

## Intercultural insight: Hofstede



# Doing Business in Canada

## Supporting innovative Canadian firms in the global marketplace

- **EUREKA:** intergovernmental network based in Europe
- Program brings together companies from more than 40 countries to collaborate on **research and development (R&D)**
- 6100 industrial projects, representing \$55 billion of public and private financing
- Supporting more than 50 Canadian companies in areas from **information and communications technology (ICT)** to **energy systems** and **manufacturing technologies**
- Partnership with Canadian Trade Commissioner Service (TCS)
- More than 50 Canadian EUREKA Network projects finished in its first three years





# Doing Business in Canada

## Canada and COP 21 - Paris climate conference

- ❖ Canada seeks the establishment of a durable, legally binding agreement that reflects the strong political will of all Parties to take concrete action on climate change.
- ❖ New approach to global climate action
- ❖ Keep emissions in check
- ❖ Enhancing accountability and transparency
- ❖ Supporting climate change adaption
- ❖ Promoting cost effective climate policies
- ❖ Investing towards a low-carbon future for all
- ❖ Sustaining progress



Ontario Lakes Islands

# Doing Business in Canada

## Culture Quiz

*Do's and Don't's in Canada*



Royal Canadian Mounted Police



Ottawa