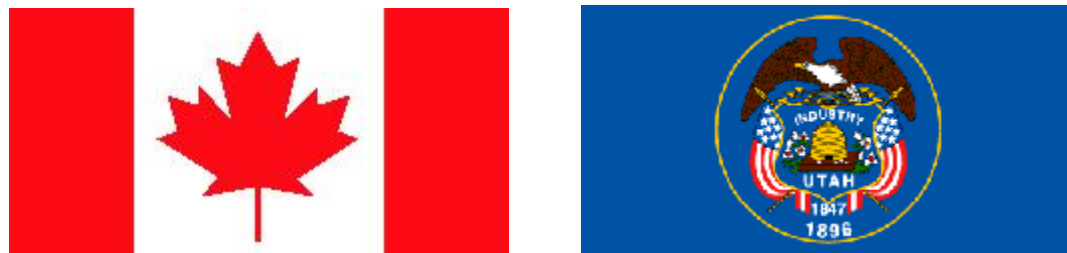


# Consulate General of Canada Presentation

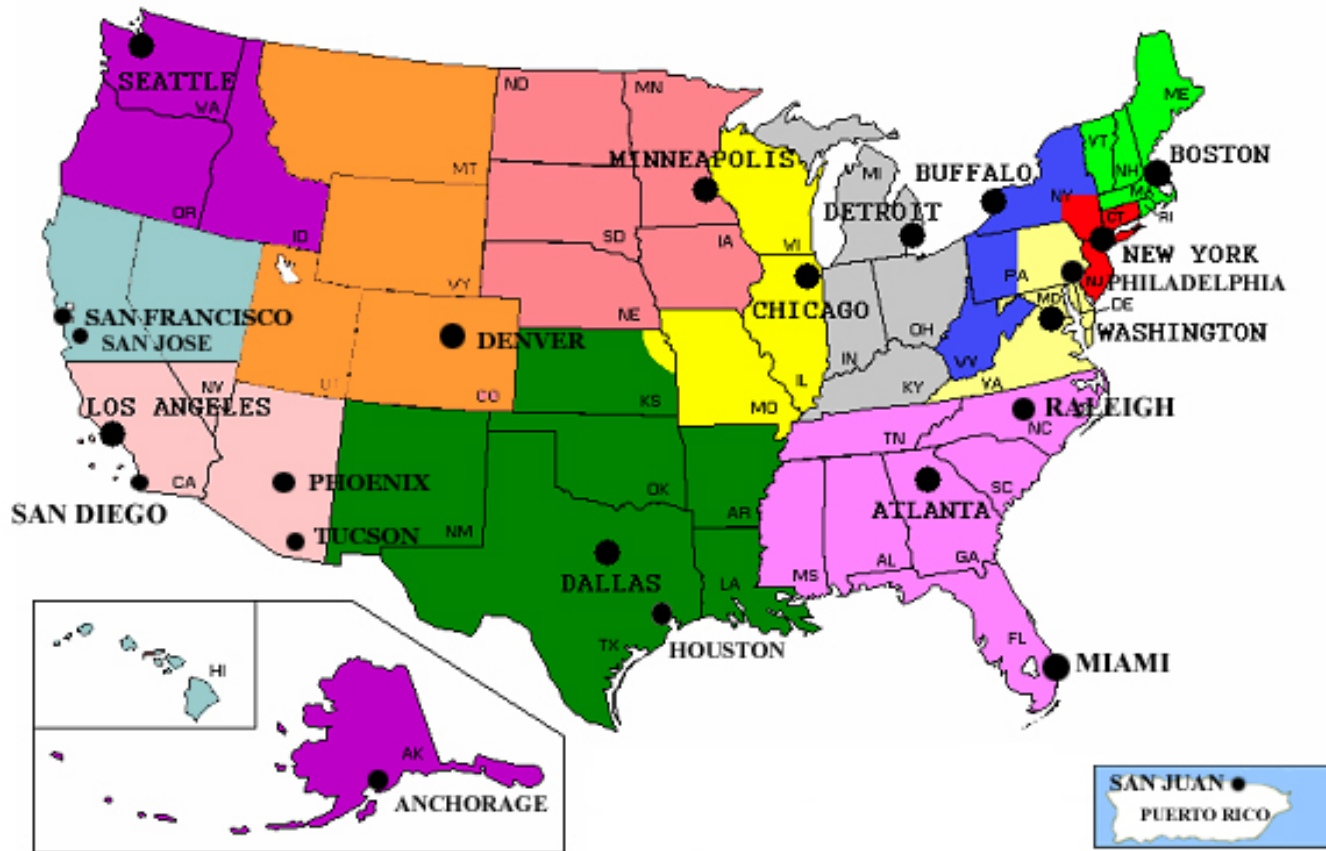


David Smith  
Trade Commissioner  
Salt Lake City, Utah  
22 June, 2010

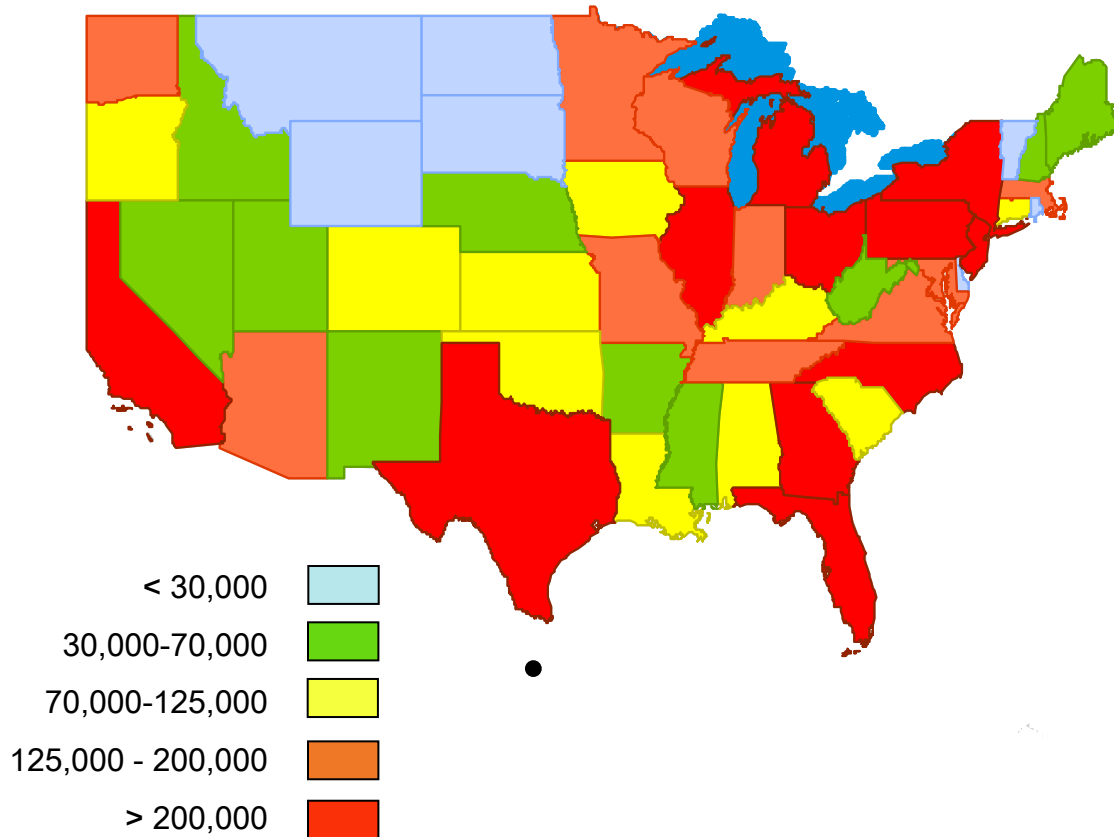


## Multiple Markets in the U.S.

(24 Offices in the US)



## US jobs related to trade with Canada



- 36 of the 50 states in the U.S. consider Canada as their most important market for exports.
- It is estimated that Canada-US trade supports more than 7.1 million jobs in the United States.

## Key Facts About Our Common Border

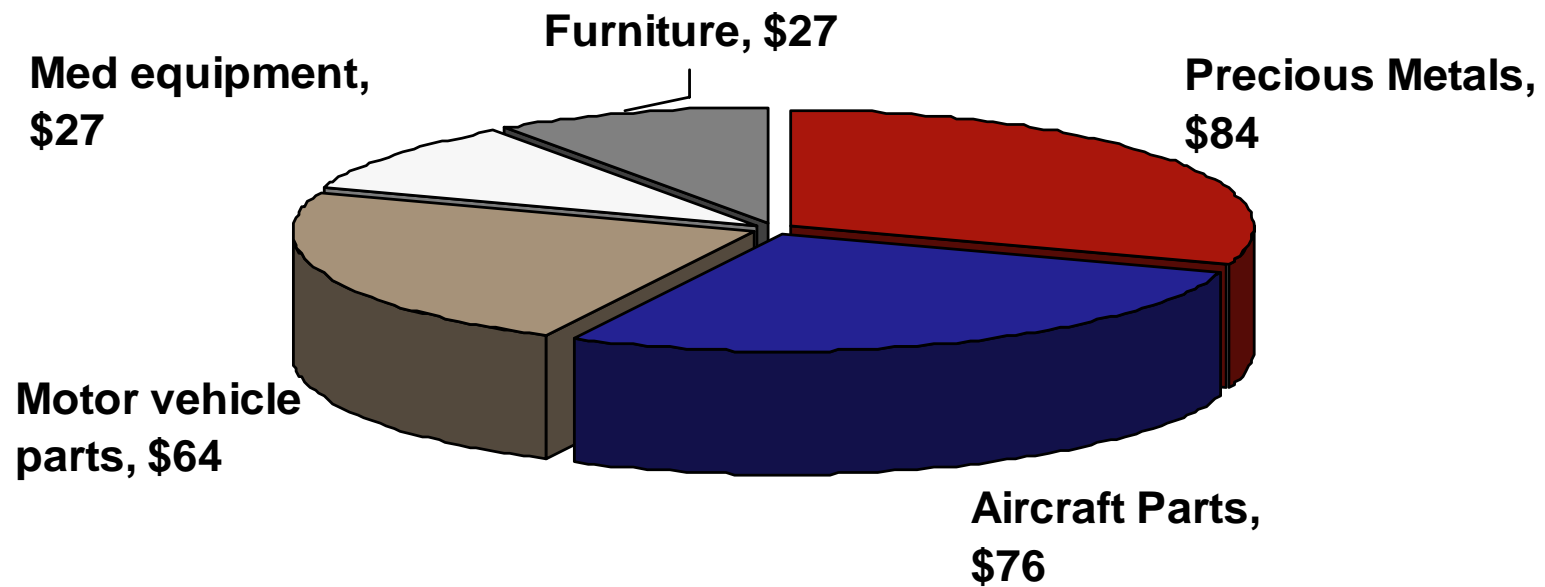
- Canada and the U.S share longest border in the world: 5,522 miles (8,891 kilometres)
- About 35,000 trucks, 340,000 people cross border each day
- In 2009, \$557 billion in two-way trade; more than \$1.5b of goods and services crossed border daily
- \$2.8 billion in bilateral trade with Utah, 10% of all shipments from Utah bound for Canada



## Canada and the USA enjoy a large trading partnership...

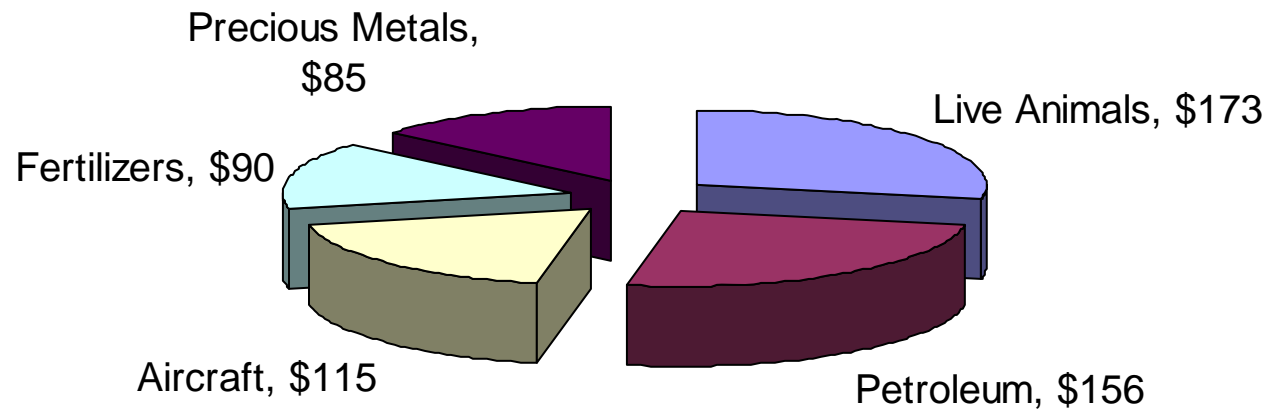
- Canada-US trade supports 7 million US jobs
- 61,250 Utah jobs are supported by trade
- Utah exports to Canada \$1.1 billion in 2009
- Utah imports from Canada \$1.7 billion in 2009
- Province of Ontario is the top Canadian province trading with Utah (\$910 million)

## Utah's Exports to Canada 2009, in millions of U.S. Dollars





## Utah's Imports From Canada 2009, in millions of U.S. dollars





## Canadian Economy Snapshot

- GDP growth of 3.1% projected for 2010-11
- Low national unemployment (8.1%)
- Projected inflation rate at 2.1%
- Lowest payroll taxes among G7 countries
  - Corporate income tax rate of 27.2% by 2012 (US 39.1%)



## Canadian Business Climate

- AAA international credit rating from Moody's since 2002
- Soundest banking system in the world
- Educated workforce
- Proximity to major markets
- Shared common language and time zones



## Canadian Technology Industry

- 590,000 employees, 40% university degrees
- 32,000 ICT companies (80% have 1-9 employees)
- The world leader in broadband penetration (95% of Canada's population has access to internet)
- Canada is the first country to connect all schools and libraries to the Internet





## Canadian Technology Clusters



## Canada- Pioneer in the Wireless Industry

- First trans-Atlantic wireless message sent from Canada in 1901
- Canada's leading wireless product- BlackBerry Phone
- 400 wireless companies, 21,000 employees, and \$18B in annual revenue
- Digital wireless network (1.3 million square kilometres)
- Leading wireless firms with operations in Canada
  - Research in Motion
  - Nortel
  - Sierra Wireless
  - Alcatel-Lucent
  - Ericsson Canada
  - Nokia



## Canada's Digital Media Industry

- Over 250 gaming development studios across Canada employing 14,000 people
- USD \$2.2 billion in revenues (2009)
- Key capabilities: Console games, Online games, Mobile Games, Casual Games and Serious Gaming
- Major Publishers: Activision, Electronic Arts, Eidos, Koei, THQ and Ubisoft
- Canadian schools: Univ. of British Columbia, Simon Fraser, Sheridan College and Centre for Digital Media

## Canada – The Future Is Here

Canada now #3 in the world for the games industry.

Source: *Develop Magazine, 2009*

“The one territory to have seen the biggest games industry growth in Develop’s 100-issue history is undoubtedly Canada”

*Develop Magazine November 2009*

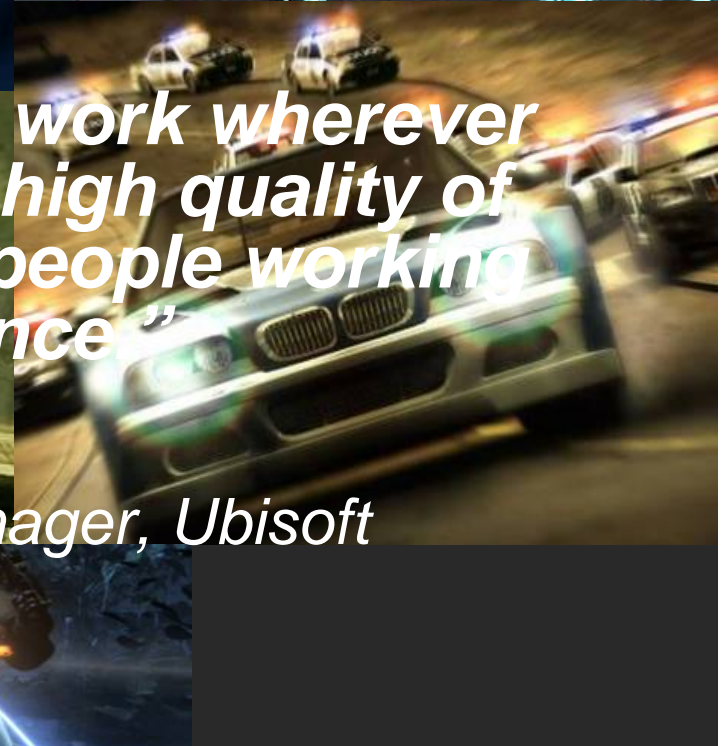
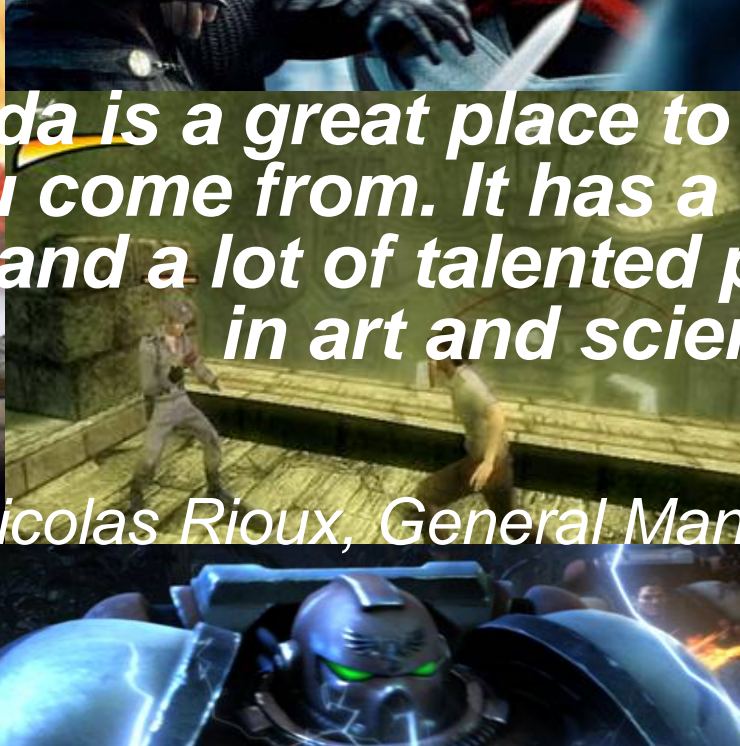
The Canadian gaming industry is thriving with new development studios and job opportunities. The number of game developers grew from 9,500 at the close of 2008 to more than 12,500 in 2009 – an estimated 30% increase.

Source: *Game Developer Research (GDR), reported in IT Business January 2010*



*Canada is a great place to work wherever you come from. It has a high quality of life and a lot of talented people working in art and science."*

*Nicolas Rioux, General Manager, Ubisoft*





# Thank You

## Contact Information

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