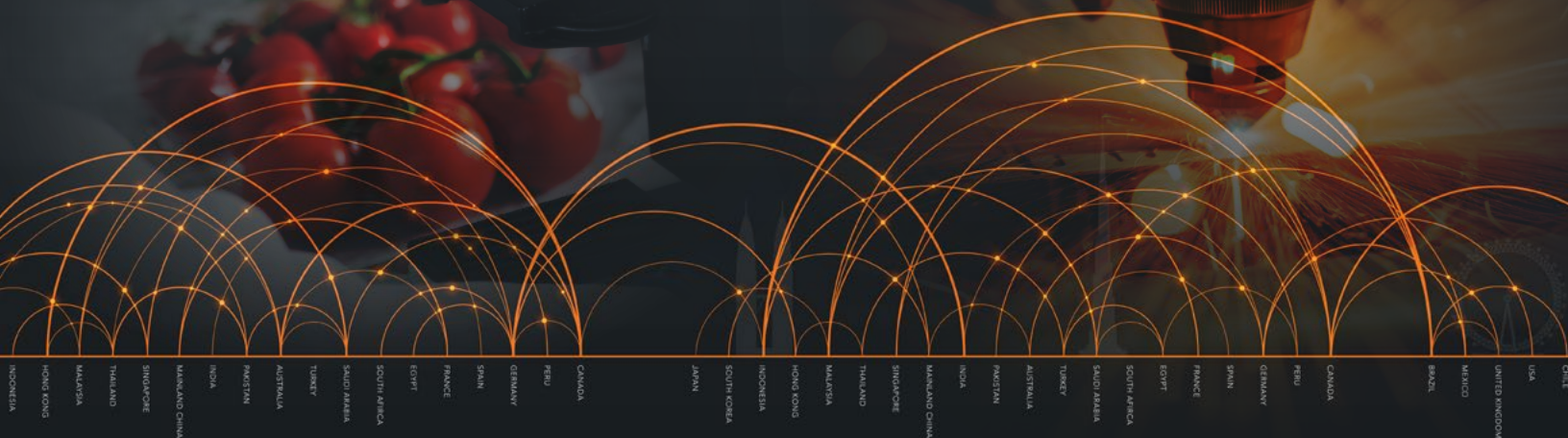


OPPORTUNITY KNOCKS

Priority Export Markets for
Ontario's High Potential Sectors

MAY 2021



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FOREWORD

International trade is a key driver of growth, leading to increased economic opportunity, high-quality job creation and more resilience in the face of economic downturns. Opportunity Knocks is a foundational policy lens into the untapped trade opportunities available to Ontario's small and medium-sized enterprises (SMEs). It outlines how several high-potential sectors within the province are well-positioned to benefit from shifting global trade and demand trends, as well as to leverage Ontario's and Canada's exceptional brand.

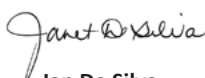
Throughout the past year, the Toronto Region Board of Trade's Reimagining Recovery Framework brought together business, civic and cultural leaders to identify business recovery programs, trade supports and future-proofing opportunities to leverage trade as a key growth driver. Now more than ever, we must provide Ontario's SMEs with the supports they need to rebound and thrive. As optimism grows about economic recovery, more must be done to ensure SMEs – including “micro firms” of fewer than ten employees – can benefit from this rebound.

Opportunity Knocks undertakes a comprehensive analysis of export opportunity indicators that point to new and exciting trade partners beyond the “usual suspects.” This includes commissioned trade data that provides us with rich and unique insights into SME-specific, sub-sectoral and regional trade activity.

This report highlights the importance of support programs like the World Trade Centre Toronto's Trade Accelerator Program (TAP), its Market Activation Program (MAP) and those offered by regional, provincial and federal agencies; all of which are fundamental to helping SMEs navigate international waters and be successful in their export pursuits.

TAP and MAP provide training, capacity-building, planning and in-market business meetings, proven to create commercial opportunities. Over 1,300 companies across Canada have already accessed TAP, resulting in a doubling of revenues and significant job growth. However, with only 12% of Canadian small businesses exporting their goods and services, a world of new markets and new opportunities awaits.

As you will see in these pages, opportunity is knocking. It's time to answer.



Jan De Silva
President & CEO,
Toronto Region Board of Trade



Leigh Smout
President,
World Trade Centre Toronto

SPONSOR'S MESSAGE

As Ontario's economy begins to recover from the pandemic, it is clear that not all businesses were impacted equally. Across industries, those who were particularly resilient had one major factor in common: global export capabilities. Canadian businesses are globally recognized for their high-quality outputs, and Ontario is home to some of the most innovative and important SMEs in the country. Why then, do such a small fraction of our homegrown organizations choose to export their world-class goods and services?

Based on our experience in the international payments industry, we at Western Union Business Solutions can wager a guess. Global exporting can be a daunting task, requiring the establishment of relationships across the globe in various languages, cultures, and currencies; not to mention the capability to tackle cross-border regulations and payment laws. Many of our SME customers don't have the bandwidth to navigate the myriad of challenges, and frequently tell us that they appreciate our simplified payment process and platform as well as our help understanding their currency exposures, mitigating risks, and saving on foreign exchange costs. We are committed to helping SMEs realize their full export potential during this difficult time.

If the pandemic has taught us one lesson, it is that businesses who expand globally are more likely to thrive and overcome the next economic downturn, whenever it may be. It can be easier to bounce back when your customer base has a global reach. Of course, that's easier said than done. Nearly half of Ontario SMEs were without a website, let alone any online transactional capabilities. Though it may not be completely necessary for all, this digital gap is striking, even as valuable organizations like *Digital Main Street* and the *Recovery Activation Program* aim to address this.

Another critical shift that is becoming more apparent in the exports space is the move towards services, and away from simple goods, as Ontario's major production sector. While manufacturing and wholesale trading dominate the top spots in terms of value, they are closely followed by professional, scientific and management services in the top five.

Demographic research indicates that many of these leading industries are increasing in demand across the globe, giving Ontario businesses an incredible opportunity for growth. Not only will our innovation benefit those around the world who want our expertise, but it will also enrich the province through steady jobs in growing sectors. As we begin to recover from a period in which all Ontarians were impacted, the long-term potential of our own industries is more important than ever, and local businesses must capitalize on these opportunities.

During this recovery period, Western Union Business Solutions can assist in every stage. As businesses explore international partnerships, we have a global banking network to help ensure transactions are quick, legally compliant and convenient. We also work with organizations to audit and optimize their existing relationship for future success.

Joe Manimbo

Senior Market Analyst,
Western Union Business Solutions



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THE CONTEXT FOR ACTION

Continuing waves of transmissions, new virus variants and renewed lockdowns have combined with the reality that economic recovery has not been felt evenly throughout the province, creating a perfect storm of challenges.

In 2017, the Board released its [Priority Export Markets for Toronto Region Industries](#) report, which identified key international export markets for several industry sectors. The report served as the foundation for two very successful World Trade Centre Toronto programs: the Trade Accelerator Program (TAP), which helps SMEs develop and execute strategic export reports, and the Market Activation Program (MAP), which takes companies on outbound business missions to priority markets.

It has been evident since the release of the 2017 report that there is a need to provide support to SMEs as they navigate an uncertain and unpredictable business climate. Although global economic growth forecasts are projecting a rebound in 2022 from the effects of the COVID-19 pandemic, and 80% of the jobs lost in Canada in March and April 2020 had been recouped as of October 2020,¹ continuing waves of transmissions, new virus variants and renewed lockdowns have combined with the reality that economic recovery has not been felt evenly throughout the province, creating a perfect storm of challenges.

In May 2020, the Board launched the *Reimagining Recovery Framework*, bringing together a multi-stakeholder group of more than 450 business and civic leaders who informed the Board's recovery framework. This framework included work tracks for [Business Recovery Programs](#) and [Getting Back to Trade](#), highlighting the importance of trade to the region's recovery.

In 2021, the Board is continuing to reimagine recovery in solving for the safe and sustainable conditions that enable returning to work and future-proofing. In [Shaping our Future](#), the Board's Economic Blueprint Institute (EBI) introduced five types of active business districts found in the Innovation Corridor, each with unique conditions and economic activities that will influence reopening and recovery trajectories. To better understand the complexities of each business district, a pilot zone was established in three districts and key organizations have been engaged to explore the needs and concerns related to operating safely through the COVID-19 pandemic.

Almost half of Canadian SMEs did not have a website in 2019, and only 8.5% of those that did include advanced features like online payments.

While there is optimism about a favourable export market – albeit primarily for goods rather than services exports² – it is essential that SMEs benefit from this export market recovery. Building on the *Reimagining Recovery Framework*, reimagining Ontario’s economic potential and renewing a focus on policies and programs that help SMEs grow must include a renewed perspective on how to best support businesses to tap into trade. With only 12% of Canadian small businesses exporting their goods and services³, there’s good reason for the Board to redouble its focus on export supports. It is in this context that *Opportunity Knocks* seeks to identify existing and new export market opportunities.

Opportunity Knocks first asks the question: which sectors present a significant opportunity for provincial economic growth and job creation, respond to global demand trends, reflect shifts in export trends and innovations and leverage Ontario’s strengths? Next, *Opportunity Knocks* identifies the unique international export markets for each of these sectors. Building on the Board’s 2017 report of priority markets, *Opportunity Knocks* expands its analysis of export opportunities to include multiple and varied opportunity indicators, SME-specific trade data, market access considerations, the Board’s experience taking firms in-market and stakeholder feedback.

The power of exports on Ontario’s prosperity

With a relatively small domestic market, international trade is a key driver of growth, job creation and scale-up opportunities for Ontario businesses. Increased exports lead to substantial and resilient job creation. According to the Conference Board of Canada, approximately 1,000 new jobs are created for every \$100 million increase in exports, and these jobs typically have higher-than-average wages.⁴ As well, businesses that export have higher sales, are more resilient in economic downturns and grow faster.

Supporting fast SME growth is more important than ever. A 2019 report commissioned by the World Trade Centre Toronto, *Defying Gravity: Building a Scaleup*

Ecosystem, highlighted the critical importance of increasing the number of high-growth firms to boost local economies, develop a more experienced talent pool, generate inclusive growth, help bridge Canada’s productivity gap and address stagnating wages.⁵

But not enough Canadian and Ontario firms are growing. Canadians create new firms at a higher rate per capita than Americans and rank second in the world for starting a business,⁶ but we are a nation of SMEs. In Ontario, 98% of all businesses have fewer than 100 employees.⁷

Digitalization and trade

Accessing international trade opportunities has been completely transformed through digitalization, increasing the scale, scope and speed of trade, and creating simpler and cheaper global market access for businesses. Digitalization – the use of digital technologies to change a business model or process and provide new revenue and value-producing opportunities⁸ – is particularly impactful for SMEs. Digital technologies make it easier and less expensive for SMEs to access global markets and even compete against larger businesses. Both e-commerce and online marketing are powerful tools to create and grow an international customer base without the start-up costs of opening a store or office in another country.

While digitalization has the power to overcome some barriers to trade, many SMEs are still not taking advantage of this massive opportunity. According to the Business Development Bank of Canada (BDC), almost half of Canadian SMEs did not have a website in 2019, and only 8.5% of those that did include advanced features like online payments.⁹ In Ontario, only about 60% of small businesses have a website, with only 7% of those having an online payment solution.¹⁰ Firms that do employ online sales predominantly do so for local customers, with only 22% reporting customers in the United States and only 11% reporting customers outside of Canada or the United States.¹¹

Accessing new markets through Canada's free trade agreements

Further enabling export opportunities are Canada's free trade agreements (FTAs). FTAs are complex legal agreements between national governments that aim to reduce trade barriers like tariffs, quotas and customs procedures. These agreements "level the playing field" by providing fair market access to businesses from partner countries with the objective of promoting more trade activity.

Of great benefit to SMEs, FTAs create more predictable and transparent market conditions,

including setting the rules for sending workers abroad, making investments across borders, accessing government procurement contracts, protecting intellectual property, harmonizing technical standards and even environmental and labour standards. For services businesses, FTAs remove barriers such as the requirement to maintain a representative office in the local jurisdiction or to be a resident in order to serve those foreign customers.

Canada's network of 14 FTAs, which covers over fifty foreign markets and 60% of the world's GDP, includes the following agreements:

Partner Countries	FTA Title	Market Access
United States, Mexico	Canada-United States-Mexico Agreement (CUSMA) *replaces NAFTA	460 million people US\$23 trillion in GDP
European Union: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden * The Canada-United Kingdom Trade Continuity Agreement was entered into force on April 1, 2021, preserving preferential market access for Canadian and UK businesses	Comprehensive Economic and Trade Agreement (CETA)	448 million people US\$15 trillion in GDP
Member states of the European Free Trade Association: Iceland, Norway, Switzerland, Liechtenstein	Canada-European Free Trade Agreement (EFTA)	14 million people US\$1 trillion in GDP
Australia, Japan, Mexico, New Zealand, Singapore, Vietnam *Not yet in force in Brunei, Chile, Malaysia, Peru	Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)	390 million people US\$11 trillion in GDP
Chile	Canada-Chile Free Trade Agreement	19 million people US\$280 billion in GDP
Colombia	Canada-Colombia Free Trade Agreement	50 million people US\$320 billion in GDP
Costa Rica	Canada-Costa Rica Free Trade Agreement	5 million people US\$62 billion in GDP
Honduras	Canada-Honduras Free Trade Agreement	10 million people US\$25 billion in GDP
Panama	Canada-Panama Free Trade Agreement	4 million people US\$67 billion in GDP
Peru	Canada-Peru Free Trade Agreement	33 million people US\$230 billion in GDP
Israel	Canada-Israel Free Trade Agreement (CIFTA)	9 million people US\$400 billion in GDP
Jordan	Canada-Jordan Free Trade Agreement	10 million people US\$45 billion in GDP
South Korea	Canada-Korea Free Trade Agreement (CKFTA)	52 million people US\$1.6 trillion in GDP

Signing an FTA is not the end-product of developing trade, it is just the beginning, allowing easier access for exporting businesses as they undertake the long effort of entering foreign markets.

While FTAs support market access, exporting to a new market requires significant due diligence, market research and established business relationships. Signing an FTA is not the end-product of developing trade, it is just the beginning, allowing easier access for exporting businesses as they undertake the long effort of entering foreign markets. SMEs in particular need supports in place to help them navigate international waters.

World Trade Centre Toronto's Trade Accelerator Program (TAP) provides the training and capacity-building that is needed by SMEs to develop a strategic export plan. Operated from coast-to-coast, TAP has become Canada's premier trade training program for businesses, leveraging the insights of top professionals to support education and planning. As an intensive six-week program supported by private, public and not-for-profit organizations, TAP has already provided more than 1,300 companies across Canada with the planning support needed to develop new international markets. Results have been a doubling of revenues for these companies within three years, on average, and exceptional job growth.

The Market Activation Program (MAP) helps companies develop meaningful contacts in the most opportune foreign markets. With a highly curated program of education, market development and business-to-business (B2B) meetings, MAP provides sector-specific virtual and in-person trade mission programs that have proven themselves effective at creating commercial opportunities for participating companies.



IDENTIFYING HIGH-POTENTIAL SECTORS

Six provincial sectors stand out for their high export growth potential for SMEs. These sectors are remarkable for their current contribution to Ontario's economy, their alignment with structural shifts in trade patterns, their ability to respond to global demand trends and leverage provincial strengths and their alignment with existing government priorities.



Consumer Goods
Manufacturing and Retail



Agri-Food & Agri-Tech



City Tech



Cleantech



Financial Services, Fintech
and Cybersecurity



Healthcare, Life Sciences
and Medtech

Structural shifts in trade

Over the last decade, Ontario has experienced a shift in trade intensity from goods to services, and specifically knowledge-intensive services. These same structural shifts in value chains and trade patterns are being experienced globally, with value chains becoming less reliant on low-cost labour, more reliant on knowledge intensity and experiencing massive increases in the trade of services.¹² Even labour-intensive industries with historically low trade intensity, such as retail, transportation and storage, and healthcare sectors, are seeing rapid export growth that is outpacing the trade intensity of other value chains.¹³

In Ontario, for example, trade data shows that the fastest growing exporting sectors (by SME exports) are education services, healthcare and social services, and retail trade – all historically considered labour-intensive industries with low tradability (see Appendix, Analysis of Goods Export Data – Summary of Findings). With Ontario's substantial and sustained investments in its skilled workforce, coupled with its significant “next-gen” technology capacities, our SMEs are primed to take advantage of these trade trends. But these shifts are underpinned by rapid global digitalization and there remains a clear need to support Ontario SMEs in accessing new markets and competing globally.

Business-to-consumer (B2C) e-commerce sales were expected to reach \$1 trillion in 2020, with five times this amount for B2B e-commerce.¹⁶

Global demands

The high-potential sectors also capitalize on global demand trends and opportunities. Projected global population growth to almost 10 billion people by 2050 is rapidly increasing the demand for manufactured consumer goods, food and healthcare, and is putting significant pressure on city infrastructure and the environment. A growing global middle class, anticipated to grow by an additional three billion people between 2010 and 2030,¹⁴ is creating a rise in purchasing power and a demand for higher quality goods. Much of this consumer demand is driven by emerging markets, which are projected to account for more than half of all global consumption by 2030.¹⁵ But with this growing purchasing power there is also an increase in the prevalence of diseases and incredible pressure on infrastructure and the environment, pointing to a need for more productive and innovative healthcare, food and manufacturing solutions, and city and clean technologies.

Increased consumer wealth, coupled with an increase in internet and smartphone penetration, is impacting not just demand trends, but also how goods and services are purchased. Business-to-consumer (B2C) e-commerce sales were expected to reach \$1 trillion in 2020, with five times this amount for B2B e-commerce.¹⁶ As an example of this significant opportunity, India's e-commerce market alone is expected to grow at a staggering 1,200% by 2026,¹⁷ presenting Ontario SMEs with not just new market opportunities but also new sales channels. However, these opportunities must be balanced against market access considerations such as ease of doing business and corruption, which are particularly important for SMEs accessing new export markets.

Leveraging Ontario's strengths

Ontario's strengths in Industry 4.0 and "next-gen" technologies such as artificial intelligence, advanced robotics and data analytics are redefining the competitiveness of domestic "traditional" sectors such as manufacturing, agriculture and agri-food and natural resources as well as presenting export opportunities in their own right. Internet of Things (IoT) applications in manufacturing and factory settings alone are forecasted to generate \$1.2 to \$3.7 trillion in economic value annually by 2025.¹⁸ With over 350 automation and robotics-related companies in the province, Ontario is well positioned to capture this market share.¹⁹

Ontario and Canada's reputation and brand are also significant strengths, especially considering the demand for high-quality goods from a growing global middle class. As the Federal Economic Strategy Tables identified, "the correlation between a strong national brand and economic premiums cannot be overstated."²⁰ With Canada consistently ranking as one of the most reputable countries in the world,²¹ Ontario firms in these six sectors can leverage our reputation for innovation, trustworthiness and quality.

Alignment with government priorities

With increasing demands on economic development resources, an inter-jurisdictional and inter-organizational approach to policy and programming is critical. Alignment with federal and provincial priorities can leverage initiatives that reduce regulatory burdens and improve harmonization, establish new free trade agreements, expand Ontario's presence and reputation in international markets, and align with business support and funding programs. Alignment with municipal governments can also leverage municipal and regional expertise and knowledge of local strengths and high-growth firms.



IDENTIFYING PRIORITY EXPORT MARKETS

Businesses considering exporting their products and services need to consider a variety of market research factors, such as the size of prospective markets, competition, regulatory barriers, unique in-market value propositions and potential product or service adaptations to reflect local needs, such as labelling, packaging and business practices.

While this work must be undertaken at the firm level, *Opportunity Knocks* supports this analysis through identifying priority international markets at a sector level. Export market analysis is complex and layered, balancing the opportunities a new market may present and the costs and risks to accessing this new market. This balance is particularly critical when supporting SMEs, which often face greater resource and market access constraints.

Export market analysis methodology

In assessing market opportunities, the *Opportunity Knocks* analysis extends beyond a singular view of trade data and takes a broader view of “opportunity indicators,” which include demographic information such as total populations, middle-class growth and other sector-specific indicators that may point to an increased demand for Ontario’s goods and services. The export market analysis also considers “market access indicators” that support – or limit – the ease with which SMEs can access an otherwise opportune new market, such as Canada’s FTAs, corruption metrics and “ease of doing business” indices. Finally, the Board’s experience taking firms in-market and industry association feedback is integrated into the analysis.

Data sources include the following:



1. Trade Data

Trade data highlights two key factors in assessing a potential export market: first, where Ontario firms have had success in selling their goods and services (with particular focus on markets with positive export growth), and second, where there may be new untapped opportunities. Data sets include the following:

- Ontario's top 10 export markets for the past 10 years (2010 – 2019), including compound annual growth rates (not SME-specific) (Trade Data Online, Statistics Canada)²²
- Ontario's top export markets for SMEs, including total value of exports, export growth and growth of SMEs exporting to these markets (not sector-specific) (custom data from Statistics Canada, included in the Appendix)
- Top import jurisdictions, based on Harmonized Item Description and Coding System (HS Code) (limited to where a sector's goods clearly align with a particular HS Code) (International Trade Centre)²³



2. Demographic Data

Demographic data is used to assess new opportunities that tap into the demands of growing populations and the purchasing power of a growing middle class, as well as leveraging Ontario's brand and reputation for trustworthy, high-quality products. Data sets include the following:

- Population and GDP (World Bank)²⁴
- Median wealth per adult, specifically "middle class" defined as "wealth" of US\$10,000 – US\$100,000 (Credit Suisse Global Wealth Report)²⁵
- Growth in percentage of adults in poorest wealth range, where negative growth reflects movement out of the poorest wealth range into middle class (Credit Suisse Global Wealth Report)²⁶



3. Other Sector-Specific Opportunity Indicators

On a sector-by-sector basis, there is other data and research that may suggest export market opportunities. These are noted in the individual sector sections.



4. Access Indicators

The ease of accessing a new market may be very dependent on an individual firm's characteristics, including previous sales or export experience, connections and relationships, and unique value proposition. On a sector level, however, it is helpful to consider those factors which support easier access to new markets for SMEs, such as FTAs, Canada's Trade Commissioner Service offices, the Board's experience taking firms in-market and markets with World Trade Centers that are active in providing trade services. Likewise, factors which suggest a high degree of risk or complexity, such as corruption and other ease-of-doing-business indices, are considered. Data sets include the following:

- Canada's FTAs (Global Affairs Canada)²⁷
- Trade Commissioner Services Offices (Trade Commissioner Service)²⁸
- Corruption Perception Index (Transparency International)²⁹
- Global Competitiveness Index – Product Market Trade Openness Pillar and ICT Adoption Pillar (World Economic Forum)³⁰ Doing Business Index – Trade Across Borders and Enforcing Contracts (World Bank)³¹

Export market categories

As noted above, individual firms will have unique considerations regarding which export markets best suit their goods and services. *Opportunity Knocks* therefore takes a broad view of export market opportunities, categorizing them as follows:

- **Established Trade Partners:** Export markets listed in this category are typically “developed markets” with which Ontario has well established trading relationships, and those markets with strong market access which meet almost all the sector-specific opportunity indicators.
- **New Opportunities:** Export markets listed in this category are typically “emerging markets” that present exciting new export opportunities or meet many of the opportunity indicators but may have more difficult market access considerations. In other cases, these export markets are developed markets with strong market access but lack a well-developed trade relationship.
- **For Consideration:** Export markets listed in this category typically hit some – but not all – opportunity indicators but may still be a good fit for individual firms based on their unique characteristics.

Opportunity Knocks also identifies export markets which have several opportunity indicators, and may be strong trading partners with Ontario, but which are not recommended at this time based on the Board’s experiences in-market and considering the unique resource and market access needs of SMEs.

A note on data

To support the analysis of high priority sectors and international export markets, the Economic Blueprint Institute (EBI), a strategic initiative of the Board, commissioned custom trade data from Statistics Canada (see Appendix). EBI’s data analysis provides an SME-specific assessment of exports of goods at the sub-sectoral and census metropolitan area (CMA) level. Additional Statistics Canada trade data was also used to assess export market opportunities.

The industrial classification definitions used to capture trade activity in Canada has its limitations. First, the available data predominantly captures the flow of goods, failing to capture the massive structural shifts in trade flows towards services. Second, the industrial classification system fails to provide accessible data on “emerging” or “next-gen” sectors and subsectors of our economy, such as cleantech, medtech and fintech. Wherever possible, this brief includes data on those sectors shared in publicly available reports from government, industry associations, trade agencies and research firms.

PRIORITY EXPORT MARKETS FOR ONTARIO'S
HIGH-POTENTIAL SECTORSCONSUMER GOODS
MANUFACTURING
AND RETAIL

Notwithstanding slow growth, the manufacturing sector is a major driver of Ontario's economy, the largest "tradable" sector and employed over 530,000 Ontarians in 2016 (see Appendix). This is true throughout the province, with manufacturing being the largest contributing sector to SME exports across every region of Ontario with comparatively high rates of exporting SMEs at 34% (see Appendix).

While dominated by industrial manufacturing with well-established supply chains, consumer goods subsectors such as clothing, furniture and sporting goods are experiencing higher than average growth rates of SME exports, reflecting growing household spending and global consumer demands (see Appendix). The Board is well positioned to support SMEs within these subsectors, which often cannot rely on established supply chains and existing international client relationships.

A focus on consumer goods manufacturing also extends to considering export opportunities for small retailers. In 2019, Ontario's retail trade sector contributed almost 5% to Ontario's total GDP – ranking it within the Top 10 largest sectors, a ranking it has

consistently maintained over the past 10 years.³² Although the sector is labour-intensive – employing approximately 620,000 Ontarians in 2016 – and has a lower-than-average trade intensity, the sector's exports are growing rapidly, with 12% growth in SME exports over a nine-year period, amongst the highest across all sectors (see Appendix).

The COVID-19 pandemic has particularly devastated this sector. Despite global e-commerce sales expected to reach \$4.2 trillion by the end of 2020³³ almost 40% of small businesses in Ontario do not have a website, let alone engage in online sales. This led the provincial and federal governments to invest in the Recovery Activation Program, operated through the Board, which helps businesses grow and digitize their business operations,³⁴ as well as the Digital Main Street program, which helps businesses adopt technologies such as social media and e-commerce platforms.³⁵ Still, with less than 3% of SMEs in Ontario's retail sector exporting their products, additional support for digitalization and exports are needed if SMEs are going to tap into massive global demand.

MANUFACTURING

The largest contributing sector to SME exports across every region of Ontario with comparatively high rates of **exporting SMEs at 34%**

**CLOTHING, FURNITURE,
AND SPORTING GOODS**
(manufacturing subsector)

Higher than average growth rates of SME exports reflecting growing household spending and global consumer demands.

RETAIL TRADE SECTOR

Contributed almost **5% to Ontario's total GDP in 2019.**

12% GROWTH IN SME EXPORTS over a nine-year period, amongst the **highest across all sectors.**

40% OF SMALL BUSINESSES in Ontario **do not have a website,** let alone engage in online sales.

With less than 3% of Ontario's retail sector SMEs exporting, who is ready to take advantage of the \$4.2trillion e-commerce market?

PRIORITY INTERNATIONAL EXPORT MARKETS

Notwithstanding strong trading relationships and opportunity indicators, India and Japan are not included in *Opportunity Knocks* for the consumer goods manufacturing and retail sector. In both instances, the strong market opportunity is tempered by difficult market access and risk profiles, which will likely prove too challenging for most SMEs.

OTHER OPPORTUNITY INDICATORS

The opportunity and market access indicators identified in the Methodology section of *Opportunity Knocks* were considered for this sector, with sub-sectoral trade data highlighting unique opportunities for consumer goods manufacturing. The export market analysis also considered markets with strong middle-class growth, the leveraging Ontario's brand and reputation and increases in consumer demand. The analysis also considered diaspora communities living in Ontario, leveraging both market access but also the product innovation opportunities these communities can support. Desktop research on the largest e-commerce markets³⁶ and the Kearney Global Retail Development Index³⁷ were also considered to zero in on markets where consumer goods may be in highest demand. Finally, the analysis considered stakeholder feedback and the Board's experience supporting export opportunities for SMEs in the consumer goods sector.



OPPORTUNITY INDICATORS									ACCESS INDICATORS			
Export Market	Top Export Market	Export Growth (subsector)	Top SME Export Market	Diaspora in ON	Middle Class Growth	Leading e-Commerce Market	Global Retail Index	Board Experience-MAP Missions	FTA	TCS Office	Low Perceived Corruption ⁱ	Ease of Doing Business ⁱⁱ
ESTABLISHED TRADE PARTNERS												
Australia	•		•		•				•	•	•	•
China	•	•	•	•	•	•	•	•		•		
France	•		•			•		•	•	•	•	•
Germany	•	•	•			•			•	•	•	•
Hong Kong	•	•	•		•			•		•	•	•
South Korea		•	•	•	•	•		•	•	•	•	•
Mexico	•	•	•	•	•			•	•	•		
Netherlands	•	•							•	•	•	•
New Zealand		•	•		•				•	•	•	•
Singapore		•			•				•	•	•	•
Taiwan		•	•		•			•		•	•	•
United Kingdom	•	•	•	•		•		•		•	•	•
United States	•	•	•	•		•		•	•	•	•	•
NEW OPPORTUNITIES												
Chile		•	•		•			•	•	•	•	
Estonia		•	•		•				•	•	•	•
Jamaica		•	•	•	•					•		
Panama		•	•		•					•		
Philippines		•	•	•			•	•		•		
GCC (Qatar, Saudi Arabia, UAE, Kuwait)	•	•	•		•		•	•		•	•	
Slovenia		•	•		•				•		•	
FOR CONSIDERATION												
Brazil						•	•					
Latvia		•			•				•	•		•
Bulgaria		•			•				•			•
Indonesia			•		•		•			•		
Malaysia			•		•		•			•		

i Transparency International's "Corruption Perception Index" scores corruption perception on a scale of 0 – 100, with higher scores representing less perceived corruption. For the purposes of this analysis, a threshold score of 60 (out of 100) has been set, with Canada scoring 77, with an "X" indicating that the country has exceeded that threshold.

ii As identified in the Methodology section, the "Ease of Doing Business" market access indicator combines several indices. For the purposes of this analysis, the indices' scores and ranks are compared against doing business within Canada, with an "X" indicating that the country has met or exceeded the experience of doing business in Canada.

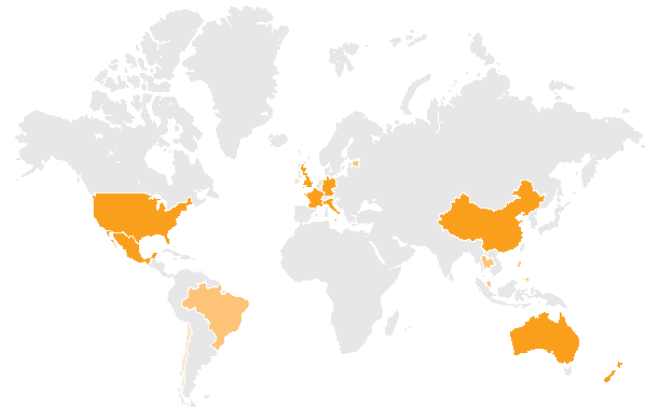


AGRI-FOOD & AGRI-TECH

While comparatively small, the agriculture and agri-food sectorⁱⁱⁱ is one of Ontario's fastest growing, contributing just under \$25 billion to Ontario's 2019 GDP.³⁸ Food manufacturing had the second fastest GDP compound annual growth rate (2010 – 2019) of 3.65% and SME export growth of 2.5% during this same period (see Appendix). But despite this growth and the fact that food manufacturing is the second largest subsector of Ontario's manufacturing sector, businesses are small. Just over 0.4% of Canada's agri-food companies are large firms, with 94.4% of food and beverage processing firms having less than 99 employees.³⁹

With massive growing global demand for food, expected to rise by 70% by 2050,⁴⁰ increasing exports is a clear path to growth. Ontario's SMEs are also uniquely positioned to tap into the global demand for high-quality, reputable products – leveraging Canada and Ontario's reputation as a safe and sustainable supplier of agriculture and agri-food. With the world needing to produce as much food in the next 45 years as in the previous 10,000,⁴¹ Ontario's agri-tech sector – leveraging our strengths in robotics, augmented reality, artificial intelligence and blockchain – is also primed to help domestic and international producers meet global demand. In 2019, however, only 3% of Ontario's SME food manufacturers and 9% of SME food and beverage wholesalers exported their goods, suggesting a clear need for additional export supports.

ⁱⁱⁱ For the purposes of this brief, the agriculture and agri-food sector includes the industrial classifications for crop production (not including cannabis), animal and aquaculture production, food manufacturing, beverage manufacturing and food and beverage wholesalers. However, when considering export markets particular attention is paid to food and beverage manufacturers and wholesalers rather than seeking opportunities to directly support Ontario's agriculture sector.



The world needs to produce as much food in the next 45 years as it did on the past 10,000!

AGRICULTURE & AGRI-FOOD

Contributed \$25 billion to Ontario's GDP in 2019.

GROWING GLOBAL FOOD DEMAND

expected to rise by **70%** by 2050. Increasing exports is a clear path to growth.

3% OF ONTARIO'S SME FOOD MANUFACTURERS

and **only 9% of SME food and beverage wholesalers** export their goods.

FOOD & BEVERAGE

65% of companies that joined trade missions have completed trade training programs and are now considered **trade ready**.



PRIORITY INTERNATIONAL EXPORT MARKETS

Notwithstanding strong trading relationships and opportunity indicators, India is not included in *Opportunity Knocks* for this sector as the strong market opportunity is tempered by difficult market access and risk profiles which will likely prove too challenging for most SMEs.

OTHER OPPORTUNITY INDICATORS

As with the consumer goods manufacturing and retail sector, the opportunity and market access indicators identified in the Methodology section of *Opportunity Knocks* were considered, with sub-sectoral trade data helping to identify unique opportunities for food and beverage manufacturers. Particular attention was paid to those opportunities where middle-class growth is driving demand for the high quality, trustworthy products made and sold by Ontario SMEs, and where diaspora communities living in Ontario can help drive market access and product innovations. Finally, the Board's significant experience supporting food and beverage manufacturers and stakeholder feedback was included in the export market analysis.

OPPORTUNITY INDICATORS									ACCESS INDICATORS			
Export Market	Top Export Market	Export Growth (subsector)	Top SME Export Market	Diaspora in ON	Middle Class Growth	Leading e-Commerce Market	Global Retail Index	Board Experience-MAP Missions	FTA	TCS Office	Low Perceived Corruption ¹	Ease of Doing Business ²
ESTABLISHED TRADE PARTNERS												
Australia	•	•	•		•		•	•	•	•	•	•
China	•	•	•	•	•	•		•				
France	•	•	•				•	•	•	•	•	•
Germany		•	•				•	•	•	•	•	•
Italy	•	•	•				•	•		•	•	•
Mexico	•	•	•	•		•	•	•			•	•
New Zealand	•	•	•		•		•	•	•	•		
United Kingdom	•	•	•	•		•		•	•	•	•	•
United States	•	•	•	•		•	•	•	•	•	•	•
NEW OPPORTUNITIES												
Brazil	•	•						•			•	
Estonia		•			•		•	•	•	•	•	•
Malaysia		•	•					•				
Slovenia		•			•		•		•			
Thailand	•	•	•		•			•				
FOR CONSIDERATION												
Chile		•	•		•	•	•	•	•			
Ireland		•					•	•	•	•		•
Philippines			•	•		•		•				•

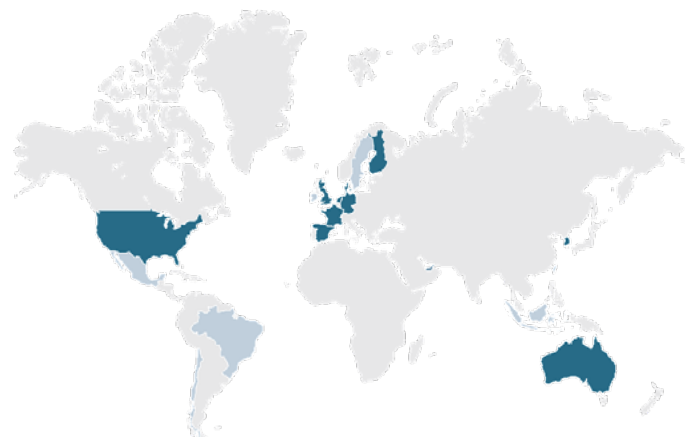


CITY TECH

Over 55% of the world's population lives in urban areas, with that proportion projected to increase to 68% by 2050.⁴² This shift in population from rural to urban areas, coupled with a rising overall population, could see an increase of 2.5 billion people living in urban areas by 2050, with 90% of that increase taking place in Asia, Africa, and highly concentrated in just a few countries.⁴³ Successful management of this urban growth – including the pressures on housing, transportation, energy systems, infrastructure and governance – is vital. “City tech” are the smart technologies enabled by IoT, sensors, networks and mobile-based technologies that will help cities meet these urban and environmental pressures.

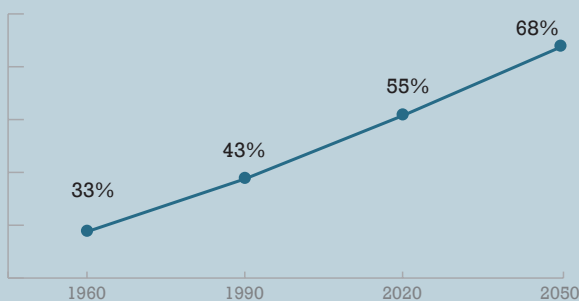
Provincial and federal programs like ENCQOR 5G, which supports the development of new products and services in the field of city tech, and the Smart Cities Challenge, which facilitates increased innovation and

tech adoption, are supporting growth in this sector. But we need to redouble efforts to support Ontario SMEs that provide smart governance, building, utilities, transportation, healthcare and environmental solutions in order to tap into a projected 2027 market of over USD\$460 billion.⁴⁴ With even the most advanced smart cities still at the beginning of new tech adoption and the pressures of rapid urbanization and aging infrastructure, there is huge export market potential.⁴⁵



URBAN POPULATION GROWTH

Over 55% of the world's population lives in urban areas, and it's projected to increase to 68% by 2050.



Source: <https://ourworldindata.org/urbanization>

Ontario SMEs that provide smart governance, building, utilities, transportation, healthcare and environmental solutions, need support to tap into what will be a \$460 billion market by 2027.

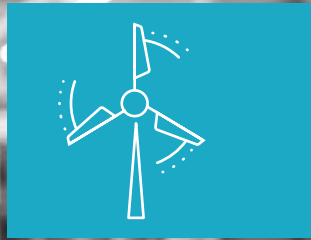
PRIORITY INTERNATIONAL EXPORT MARKETS

Notwithstanding strong trading relationships and opportunity indicators, China, Japan, India, Argentina and Nigeria are not included in *Opportunity Knocks* for the city tech sector. In all instances, strong market opportunity identified in data and desktop research is tempered by difficult market access and risk profiles, which will likely prove too challenging for most SMEs.

OTHER OPPORTUNITY INDICATORS

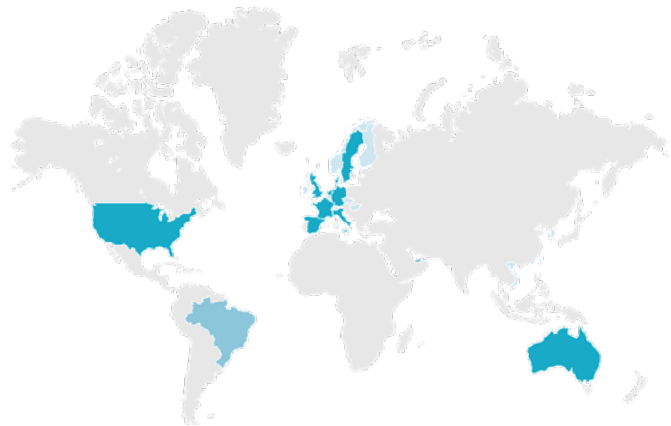
As identified in the Methodology section of *Opportunity Knocks*, trade data analysis is particularly challenging for a sector such as city tech, where accessible industrial classifications are not available. The export market analysis therefore considers desktop research on ecosystem indicators, such as leading venture capital Urban Tech markets,⁴⁶ fastest growing cities,⁴⁷ the G20 Global Smart Cities Alliance⁴⁸ and several leading market indices.⁴⁹ Consideration was also given to which markets were identified in the Board's 2017 priority markets report, as well as stakeholder feedback and the Board's experience supporting export opportunities for city tech SMEs. Given that governments are typically the procurers of city tech, market access indicators and specifically FTAs are particularly relevant for this sector.

OPPORTUNITY INDICATORS						ACCESS INDICATORS			
Export Market	Top Cities	Ecosystem Indicators	Market Indices	SME Export Market	Board Experience-MAP Missions	FTA	TCS Office	Low Perceived Corruption	Ease of Doing Business
ESTABLISHED TRADE PARTNERS									
Australia	Brisbane, Sydney, Melbourne		•	•		•	•	•	•
Denmark	Copenhagen		•		•	•	•	•	•
Finland	Helsinki		•	•	•	•	•	•	•
France	Paris, Lyon	•	•		•	•	•	•	•
Germany	Hamburg, Karlsruhe, Dusseldorf, Berlin	•	•	•	•	•	•	•	•
Netherlands	Amsterdam, Apeldoorn	•	•		•	•	•	•	•
Singapore	Singapore	•	•	•		•	•	•	•
South Korea	Seoul, Daegu	•	•	•		•	•	•	•
Spain	Barcelona, Bilbao, Cordoba	•	•	•	•	•	•	•	•
United Kingdom	London, Leeds, London, Newcastle, Manchester, Belfast	•	•	•	•		•	•	•
United States	NY, Boston, San Francisco, Chicago, Seattle, Charlotte, Washington DC, Columbus, Los Angeles, Atlanta, Kansas City, Philadelphia, Chattanooga, San Jose	•	•	•	•	•	•	•	•
NEW OPPORTUNITIES									
UAE	Dubai	•	•	•		•	•	•	
FOR CONSIDERATION									
Brazil	Sao Paulo, Brasilia, Rio de Janeiro	•	•				•		
Chile	Santiago		•	•	•	•	•	•	
Indonesia	Jakarta	•	•	•			•		
Ireland	Dublin	•	•	•		•	•	•	•
Mexico	Mexico City	•	•	•	•	•	•		
Sweden	Stockholm		•	•	•	•	•	•	•
Taiwan	Taipei		•	•		•	•	•	•



CLEANTECH

Ontario's Cleantech strengths can leverage growing global demand as smart city solutions and cleantech align and as industrial sectors move towards environmental responsibility.



GLOBAL CLEAN TECHNOLOGIES MARKET

Projected to exceed **\$3.3 trillion in 2022.**

ONTARIO CLEANTECH FIRMS

\$6 billion in 2018 exports and a GDP value of almost \$12 billion.

WTC TORONTO TRADE MISSIONS

Between 2018 and 2020, Cleantech companies that joined WTC Toronto trade missions and trade educations had a **500% increase.**

The global clean technologies market is projected to exceed \$3.3 trillion in 2022,⁵⁰ propelled by population growth, a global ambition towards environmental sustainability, and an acceleration of innovative technologies. With our small domestic market, the success of Canada's cleantech sector depends on exports, which saw over \$13 billion in export revenue in 2018.⁵¹ Ontario cleantech firms, employing 34,000 people, are leading this growth, with almost \$6 billion in 2018 exports and a GDP value of almost \$12 billion.⁵²

Ontario's cleantech strengths – which include water and wastewater applications, industrial processes, energy production and energy storage – can leverage growing global demand as smart city solutions and cleantech align and as industrial sectors move towards environmental responsibility. Even with a rise in trade barriers, global environmental action such as the ratification of the Paris Agreement and new CO2 regulations in the European Union are creating new market opportunities for Ontario's SMEs to be part of a multi-billion-dollar supply chain.⁵³



PRIORITY INTERNATIONAL EXPORT MARKETS

Notwithstanding strong trading relationships and opportunity indicators, Switzerland, India and Israel are not included in *Opportunity Knocks* for the cleantech sector where strong opportunity is tempered by difficult market access and risk profiles which will likely prove too challenging for most SMEs.

OTHER OPPORTUNITY INDICATORS

As identified in the Methodology section of *Opportunity Knocks*, trade data analysis is particularly challenging for a sector such as cleantech, where accessible industrial classifications are not available. The export market analysis therefore considers desktop research on potential export markets,⁵⁴ leading Canadian export markets⁵⁵ and large renewable energy projects,⁵⁶ as well as ecosystem indicators such as leading cleantech firm ecosystems⁵⁷ and market indices.⁵⁸ Consideration is also given to which markets were identified in the Board's 2017 priority market report, as well as stakeholder feedback and the Board's experience supporting export opportunities for cleantech SMEs.

OPPORTUNITY INDICATORS						ACCESS INDICATORS			
Export Market	Desktop Research on Leading Markets	Ecosystem Indices	Market Indices	SME Export Market	Board Experience-MAP Missions	FTA	TCS Office	Low Perceived Corruption	Ease of Doing Business
ESTABLISHED TRADE PARTNERS									
Australia	•	•	•	•		•	•	•	•
Austria	•		•		•	•	•	•	•
Denmark	•		•			•	•	•	•
France	•	•	•	•	•	•	•	•	•
Germany	•	•	•	•	•	•	•	•	•
Italy	•		•	•		•	•		•
South Korea	•		•	•		•	•	•	•
Netherlands	•	•	•			•	•	•	•
Spain	•		•	•	•	•	•	•	•
Sweden	•	•	•	•		•	•	•	•
United Kingdom	•	•	•	•	•		•	•	•
United States	•	•	•	•	•	•	•	•	•
NEW OPPORTUNITIES									
Brazil	•		•				•		
UAE	•		•	•		•	•	•	
FOR CONSIDERATION									
Belgium	•		•			•	•	•	•
Czech Republic	•		•			•	•	-	•
Finland			•	•		•	•	•	•
Hungary	•	•	•			•	•		•
Ireland	•		•	•		•	•	•	•
Norway			•	•		•	•	•	•
Taiwan	•	•	•	•			•	•	•
Vietnam	•		•	•		•	•		



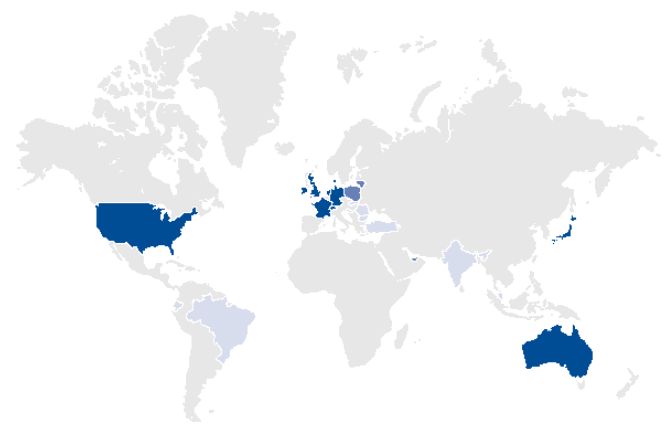
FINANCIAL SERVICES, FINTECH AND CYBERSECURITY

Canada's financial services firms face challenges when expanding internationally, such as intense global competition and regulatory barriers.⁵⁹ Notwithstanding these barriers, Canada is a large and growing net exporter of financial services, and financial services is one of Ontario's largest and fastest-growing knowledge-intensive service exports. In 2019, SMEs in this sector exported over \$4 billion in goods, but there is significant room for growth with just over 1% of SMEs in the sector exporting goods (see Appendix).^{iv} With services such as insurance, banking, securities trading and portfolio management being increasingly digitalized and tradable, the opportunity for SME export growth is undeniable.

Within the broader sector is the fintech subsector, which includes mobile payments, personal financial management, wealth management, digital currencies and back-office operations, the fintech subsector is both disrupting large financial institutions and also providing those institutions with opportunities to significantly enhance services and profitability. Toronto, the hub of Canada's financial services industry, has over 190 fintech companies, 42 of which were founded after 2016.⁶⁰ While many of these firms are in the start-up phase, they are scaling and looking to exports as a path to high growth.

Another high-potential subsector is cybersecurity, which is growing in importance as more businesses adopt cloud-based technologies, IoT devices and AI. Cybersecurity is becoming table stakes for competitiveness and reputational stability, with a global market expected to reach USD\$300 billion by 2024.⁶¹ Ontario firms, which are leaders in this field with hubs in Toronto, Waterloo and Ottawa, can tap into substantial export opportunities.

^{iv} As identified earlier in this brief, national and provincial trade data is limited by its definitions of industrial classifications and also a focus on the trade of goods, rather than services. Specifically, EBI's trade analysis (see Appendix) includes exports of goods only. In a service-oriented sector, one can reasonably expect the trade in services to be even higher.



FINANCIAL SERVICES SMES EXPORTED OVER \$4 BILLION IN GOODS

But there is significant room for growth with just over 1% of SMEs in the sector exporting goods.

CYBERSECURITY

Global market expected to reach USD\$300 billion by 2021.

Opportunity indicators such as percentages of “unbanked” populations, online payment of bills, and middle-class growth can point to unmet demand left by traditional institutions that can be served by fintech SMEs.



PRIORITY INTERNATIONAL EXPORT MARKETS

Notwithstanding strong trading relationships and opportunity indicators, Switzerland, Japan and Ecuador are not included in *Opportunity Knocks* for the financial services and fintech sector, as strong market opportunity is tempered by difficult market access and risk profiles which will likely prove too challenging for most SMEs.

OTHER OPPORTUNITY INDICATORS

Exports in financial services are driven by larger firms and established organizations who may not require custom export planning support. Instead, the focus should be on supporting the nascent but growing fintech sector as there are several key opportunity indicators that highlight new export market opportunities. Ecosystem indicators, such as fintech “hub” indices⁶², point to opportunities for firms offering solutions to the traditional financial services sector. Other opportunity indicators such as percentages of “unbanked” populations, online payment of bills⁶³ and middle-class growth can point to unmet demand left by traditional institutions that can be served by fintech solutions. Market access indicators such as internet penetration and mobile phone use are particularly important in this sector. Finally, consideration is given to which markets were identified in the Board’s 2017 priority markets report as well as the Board’s experience supporting export opportunities for SMEs in this sector.



OPPORTUNITY INDICATORS						ACCESS INDICATORS				
Export Market	Fintech Hub Indices	Unbanked Metrics	Middle Class Growth	SME Export Market	Board Experience- MAP Missions	FTA	TCS Office	Low Perceived Corruption	Internet Penetration	Ease of Doing Business
ESTABLISHED TRADE PARTNERS										
Australia	•		•	•		•	•	•	•	•
Denmark			•			•	•	•	•	•
France	•			•		•	•	•	•	•
Germany	•			•		•	•	•	•	•
Hong Kong	•		•	•	•		•	•	•	•
Ireland	•				•	•	•	•	•	•
Japan	•		•	•		•	•	•	•	•
Netherlands	•					•	•	•	•	•
Switzerland	•		•	•		•	•	•	•	•
United Kingdom	•			•	•		•	•	•	•
United States	•			•		•	•	•	•	•
NEW OPPORTUNITIES										
Lithuania		•	•			•	•	•	•	•
Poland	•	•	•	•		•	•	•		•
UAE, Bahrain (and other GCC countries)	•	•		•			•	•	•	
FOR CONSIDERATION										
Brazil	•	•					•			
Bulgaria		•	•			•				•
Croatia		•	•			•	•	•		•
Ecuador		•	•				•			
India		•	•	•			•			
Malaysia	•		•	•	•		•	•		•
Romania		•	•			•	•			•
Slovakia		•	•			•	•	•		•
Turkey	•		•	•			•			

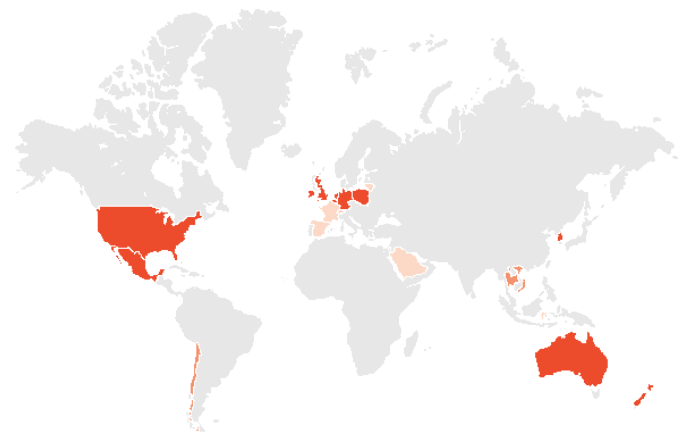


HEALTHCARE, LIFE SCIENCES & MEDTECH

Ontario's healthcare and social assistance sector, which includes businesses engaged in diagnosis and treatment as well as medical residential care, is a major contributor to economic growth, contributing over 7% to Ontario's 2019 GDP.⁶⁴ While not typically considered a tradable sector, it is amongst the fastest-growing sectors for SME exports across several regions of the province, with growth in exported goods up 30% since 2010 (see Appendix). But, with less than 1% of all healthcare and social assistance SMEs exporting goods in 2019, there is significant untapped potential.

Ontario also has a growing life sciences sector, which includes medical devices and equipment, drugs and pharmaceuticals, research, testing and medical labs. The provincial government estimates that there are approximately 1,900 firms in this sector, which exported almost \$10 billion in goods in 2018, including vaccines, medicines and medical devices.⁶⁵ Ontario's medtech firms, which leverage provincial strengths in big data analytics, AI and robotics, generate over 55% of Canada's medtech exports.⁶⁶ With most advanced

economies facing a growing aging population and emerging markets facing an increased prevalence of disease, there is massive global potential for Ontario's healthcare and life sciences SMEs. The market for digital health solutions alone, for example, was anticipated to be a \$233 billion global market by 2020, with precision medicine projected to be a \$88 billion market by 2023.⁶⁷



7% OF ONTARIO'S 2019 GDP
was contributed by this sector.

LESS THAN 1%
of all healthcare and social assistance
SMEs exported goods in 2019.

ONTARIO'S MEDTECH FIRMS
which leverage big data analytics, AI and
robotics, generate over 55% of Canada's
medtech exports.

With most advanced economies facing a growing aging population and emerging markets facing an increased prevalence of disease, there is **massive global potential for Ontario's healthcare and life sciences SMEs.**



PRIORITY INTERNATIONAL EXPORT MARKETS

Notwithstanding strong trading relationships and opportunity indicators, China, Japan, India and Nigeria are not included in *Opportunity Knocks* for the healthcare, life sciences and medtech sector. In these instances, strong market opportunity is tempered by difficult market access and risk profiles, which will likely prove too challenging for most SMEs.

OTHER OPPORTUNITY INDICATORS

In addition to the opportunity and market access indicators identified in the Methodology section of *Opportunity Knocks*, leading importers of medical devices (including growth in imports)⁶⁸ and growth in per capita healthcare expenditures⁶⁹ were considered in the export market analysis. Pharmaceutical trade data was not included since while there are certainly SMEs operating in this space, it is highly regulated and dominated by larger companies with a rigid supply chain, and firms are less likely to seek export support from the Board. Finally, stakeholder feedback and the Board's experience supporting SMEs in this sector was considered.

OPPORTUNITY INDICATORS										ACCESS INDICATORS				
Export Market	Top Export Market	Export Growth	Top SME Export Market	Middle Class Growth	Leading Importers of Medical Devices	Import Growth of Medical Devices (2015-19)	>5% Growth Health Expenditure / Capita	Middle Class Growth	Board Experience- MAP Missions	FTA	TCS Office	Low Perceived Corruption	Internet Penetration	Ease of Doing Business
ESTABLISHED TRADE PARTNERS														
Australia	•	•	•		•			•		•	•	•	•	•
Belgium	•	•			•					•	•	•	•	•
Germany	•	•	•		•	•				•	•	•	•	•
Hong Kong	•	•	•		•	•		•			•	•	•	•
Ireland	•	•			•					•	•	•	•	•
Korea		•	•		•	•	•	•		•	•	•	•	•
Mexico		•	•		•	•		•		•	•			
Netherlands	•	•			•	•			•	•	•	•	•	•
New Zealand	•	•	•			•		•		•	•	•	•	•
Singapore	•	•			•		•	•		•	•	•	•	•
United Kingdom	•	•	•		•						•	•	•	•
United States	•	•	•		•	•			•	•	•	•	•	•
NEW OPPORTUNITIES														
Chile		•	•			•	•	•		•	•	•		
Poland			•		•	•	•	•		•	•		•	•
Thailand		•	•			•	•	•			•			
Vietnam		•	•			•	•	•		•	•			
FOR CONSIDERATION														
France	•				•	•				•	•	•	•	
Indonesia		•	•			•	•				•			•
Israel		•	•			•	•	•	•	•	•	•		•
Lithuania		•				•	•	•		•	•	•	•	
Saudi Arabia	•						•	•			•			
Spain					•	•		•		•	•	•	•	•
Switzerland	•				•	•	•	•		•	•	•	•	•



APPENDIX

ANALYSIS OF GOODS EXPORT DATA – SUMMARY OF FINDINGS

To support the analysis of high priority sectors and international export markets, the Board's Economic Blueprint Institute (EBI) commissioned and analyzed custom trade data from Statistics Canada. EBI's data analysis provides an SME-specific assessment of exports of goods at the sub-sectoral and census metropolitan area (CMA) level.

For more information on the sector data analysis, please contact Marcy Burchfield, Vice President of the Economic Blueprint Institute (ebi@bot.com).



Export Data Methodology

This report reflects analysis done using custom order datasets of goods only exporter data at the CMA level at 2-digit North American Industrial Classification System (NAICS) level.

A CMA represents the aggregation of one or more municipalities with a population of at least 50,000 centred around a core city with a total population of 100,000 or more (i.e., the Greater Toronto Area with City of Toronto being the core city). By default, this means there will be some populated areas that fall outside of the boundaries of the 16 CMAs that comprise Ontario (see Figure 1).

The below data also reflects exports of goods by SMEs only (i.e., small firms, with 1-49 employees, and medium firms, with 50-499 employees). In instances where there are less than five exporting firms for a given metric, this data has been suppressed by Statistics Canada and as such the data may underrepresent total exports and number of exporters, particularly in smaller geographies and with smaller sectors.

The analysis is organized by geographic area starting with the Province of Ontario and disaggregating into four geographic regions comprised of two or more Census Metropolitan Areas grouped together:

- 1. Innovation Corridor:** Oshawa, Toronto, Hamilton, Guelph, Kitchener-Cambridge-Waterloo
- 2. East Region:** Ottawa-Gatineau, Kingston, Belleville, Peterborough
- 3. South-West Region:** London, Windsor, Brantford, Barrie, St. Catharines-Niagara
- 4. North Region:** Sudbury and Thunder Bay

Growth is determined using Compound Annual Growth Rate (CAGR). CAGR calculates the mean annual growth rate over a specified period of time longer than one year and is one of the more accurate ways to calculate growth in values that can rise and fall over time. All time periods are calculated between 2010 and 2019 unless otherwise noted.

Summary of Insights

This EBI Trade Data Analysis reveals trade patterns largely consistent with what is generally understood to be the economic composition of Ontario and its sub-regions. Manufacturing is the largest single goods export sector in every region and in the province, reflecting Ontario's traditional manufacturing capacities despite declines in these industries in recent years.

The majority (73%) of goods exports to all global

Figure 1 - Census Metropolitan Areas in Ontario

CENSUS METROPOLITAN AREAS OF ONTARIO	POPULATION		
	2016	2011	% change
Toronto	5,928,040	5,583,064	6.2
Ottawa- Gatineau	1,323,783	1,254,919	5.5
Hamilton	747,545	721,053	3.7
Kitchener- Cambridge- Waterloo	523,894	496,383	5.5
London	494,069	474,786	4.1
St. Catharines- Niagara	406,074	392,184	3.5
Oshawa	379,848	356,177	6.6
Windsor	329,144	319,246	3.1
Barrie	197,059	187,013	5.4
Greater Sudbury	164,689	163,067	1
Kingston	161,175	159,561	1
Guelph	151,984	141,097	7.7
Brantford	134,203	135,501	-1
Peterborough	121,721	118,975	2.3
Thunder Bay	121,621	121,596	0
Belleville	103,472	101,668	1.8

Source: Statistics Canada

destinations originate from within the Innovation Corridor. Given that most of the goods exports from the province originate from this region, its goods trade data reflect much of the same patterns that can be seen in the provincial numbers, albeit at a slightly smaller scale. In some cases, certain sectors only export from within the Innovation Corridor, such as the *Finance and Insurance* sector, where over 99% of all goods exports come from the five CMAs within this region.

However, some important regional distinctions can be drawn. For example, in the Northern region, the dominance and importance of the mining sector is evident, while we can see goods exports from the finance and insurance sector growing in the South-Western region more rapidly than anywhere else in the province. The Eastern region has higher growth and more dominance of sectors such as education services and health and social assistance.

In terms of export markets, while some countries like Mexico, the United Kingdom, and China are large export destinations shared across the province, each region has its own definitive composition of export destinations. This was most notable in the Northern region which was clearly more aligned with Nordic markets such as Norway and Sweden.

EXPORTS BY SECTOR, PROVINCE OF ONTARIO

Geography: Province of Ontario, all CMAs comprised in Figure 1

- Exports from Ontario by SMEs totaled \$96 billion in 2019, a 4% increase (2010 to 2019) in goods exports from the province by SMEs to all international destinations.
- Exports by SMEs represent 53% of all exports by firms of all sizes in Ontario.
- The largest export sector is *Manufacturing* and the sector with the largest growth between 2010 and 2019 was *Educational Services*.
- The number of SMEs exporting in the province of Ontario increased from 16,872 to 18,148 across all sectors during the same period.

Figure 2 - Summary, SME Exports All Sectors, Province of Ontario

Rank	Sector	Exporting SMEs	% of SMEs Exporting	Goods Exports Value (2019, \$,000s)	Goods Export Growth (2010-2019)
1	Manufacturing	7,002	34.65%	\$75,711,171	5%
2	Wholesale Trade	4,757	21.94%	\$8,914,984	5%
3	Finance and Insurance	191	1.09%	\$4,365,508	-0.03%
4	Professional, Scientific, and Technical Services	1,223	1.91%	\$1,269,154	4%
5	Transportation and Warehousing	758	2.48%	\$1,136,146	6%
6	Construction	1007	1%	\$1,011,341	9%
7	Retail Trade	1,493	2.87%	\$799,165	12%
8	Mining, Quarrying, Oil and Gas	45	7.7%	\$710,484	6%
9	Agriculture, Forestry, Fishing, Hunting	608	1%	\$522,827	4%
10	Management of Companies and Enterprises	155	6.31%	\$460,288	-10%
11	Administrative and Support, Waste Management and Remediation	674	2%	\$298,418	-8%
12	Utilities	27	5.45%	\$274,868	-8%
13	Other Services (except Public Administration)	388	<1%	\$269,182	9%
14	Information and Cultural Industries	215	2.83%	\$176,688	-7%
15	Real Estate and Rental Leasing		1.5%	\$145,120	-0.42%
16	Healthcare and Social Assistance	76	<1%	\$116,971	30%
17	Arts, Entertainment, and Recreation	181	2.83%	\$84,392	11%
18	Educational Services	53	<1%	\$80,357	38%
19	Accommodation and Food Service	80	<1%	\$9,838	9%
20	Public Administration	11	<1%	\$3,210	-27%
Total		107,204		\$96,360,114	-

Figure 3 - Manufacturing Subsectors, total value of SME exports, 2019

Subsector	Export Value (\$'000, 2019)	Export Growth (2010 – 2019)	Exporting SMEs (2019)	SME Growth (2010-2019)
Primary Metal	17,162,910	4%	118	-2.26%
Transportation Equipment	10,005,159	5%	421	0.27%
Machinery	8,127,593	9%	1,091	0.51%
Food	8,081,366	3%	422	2.53%
Chemicals	6,844,028	3%	411	0.39%
Plastic and Rubber Products	6,043,704	7%	582	-0.08%
Fabricated Metal Products	4,693,029	5%	1,116	-0.18%
Computer and Electronic Products	3,075,662	1%	452	-1.84%
Paper	2,918,256	8%	145	-2.37%
Furniture and Related Products	2,170,299	8%	338	-0.54%

Source: Statscan Custom Trade Data

Figure 4 - Manufacturing Subsectors, growth SME exports, 2010-2019

Subsector	Export Value (\$'000, 2019)	Export Growth (2010 – 2019)	Exporting SMEs (2019)	SME Growth (2010-2019)
Clothing	465,890	16%	172	-1%
Miscellaneous Manufacturing	1,535,054	10%	627	2%
Machinery	8,127,593	9%	1091	1%
Textile Mills	327,215	9%	31	-3%
Furniture and Related Products	2,170,299	8%	338	-1%
Paper	2,918,256	8%	145	-2%
Non-Metallic Mineral Products	977,690	8%	161	-1%

EXPORTS BY SECTOR, INNOVATION CORRIDOR

Geography: Oshawa, Toronto, Hamilton, Guelph, Kitchener-Cambridge-Waterloo

- SME goods exports from the Innovation Corridor totaled \$73.2 billion in 2019, a 4% increase in SME exports from the province to all international destinations, and approximately 73% of all SME exports from Ontario.
- Exports by SMEs represent 53% of exports by firms of all sizes in terms of value of exports.
- *Manufacturing* is the largest sector, with *Educational Services* experiencing the largest growth.
- The number of exporting SMEs exporting from 13,391 to 14,232, a 1% increase across all sectors during the same period.

Figure 3 - Summary, SME Exports All Sectors, Innovation Corridor

Rank	Sector	Exporting SMEs	% of SMEs Exporting	Goods Exports Value (2019, \$,000s)	Goods Export Growth (2010-2019)
1	Manufacturing	5,313	41%	\$55,651,070	5%
2	Wholesale Trade	4,034	27%	\$7,881,894	5%
3	Finance and Insurance	156	1%	\$4,325,712	0.08%
4	Construction	378	1%	\$949,097	20%
5	Transportation and Warehousing	631	3%	\$911,502	8%
6	Professional, Scientific, and Technical Services	917	2%	\$808,356	2%
7	Retail Trade	1,161	4%	\$670,978	12%
8	Mining, Quarrying, Oil and Gas	5	2%	\$343,369	2%
9	Management of Companies and Enterprises	120	7%	\$273,367	14%
10	Utilities	9	4.5%	\$270,911	7%
11	Agriculture, Forestry, Fishing and Hunting	141	10%	\$265,389	6%
12	Administrative Support, Waste Management and Remediation	281	2%	\$247,536	9%
13	Other Services (except Public Administration)	295	1%	\$214,266	10%
14	Information and Cultural Industries	167	3%	\$159,765	7%
15	Real Estate and Rental Leasing	207	1%	\$84,981	3%
16	Educational Services	39	1%	\$69,142	37%
17	Healthcare and Social Assistance	43	0.16%	\$62,731	22%
18	Arts, Entertainment, and Recreation	139	4%	\$26,858	0.47%
19	Accommodation and Food Service	27	<1%	\$9,279	10%
20	Public Administration	-	n/1	\$43	-54%
Total		14,232		\$73,226,241	-

EXPORTS BY SECTOR, EASTERN REGION

Geography: Ottawa, Belleville, Kingston, Peterborough

- SME goods exports from the Eastern Region totaled \$6.8 billion across all sectors in 2019, a 7% increase in exports from the province by SMEs to all international destinations.
- Exports by SMEs represent 59% of exports by firms of all sizes in terms of value of exports.
- Exports from the Eastern Region account for 6% of all exports by SMEs from Ontario, with 1,200 exporting SMEs.
- *Manufacturing* is the largest export sector, with *Healthcare and Social Assistance* experiencing the largest growth between 2010 and 2019.
- The number of SMEs exporting in the Eastern Region increased from 1,147 to 1,259, a 1% increase across all sectors during the same period.

Figure 4 - Summary, SME Exports All Sectors, Eastern Region

Rank	Sector	Exporting SMEs	% of SMEs Exporting	Goods Exports Value (2019, \$,000s)	Goods Export Growth (2010-2019)
1	Manufacturing	453	34%	\$6,010,224	8%
2	Professional, Scientific, and Technical Services	189	2%	\$271,462	9%
3	Wholesale Trade	201	14%	\$199,155	4%
4	Transportation and Warehousing	21	2%	\$79,025	21%
5	Healthcare and Social Assistance	11	<1%	\$53,937	107%
6	Arts, Entertainment, and Recreation	11	1%	\$50,185	40%
7	Retail Trade	130	2%	\$49,773	19%
8	Agriculture, Forestry, Fishing and Hunting	14	3%	\$42,247	2%
9	Management of Companies and Enterprises	-	<1%	\$41,238	7%
10	Information and Cultural Industries	25	3%	\$13,681	-14%
11	Construction	20	<1%	\$13,460	-13%
12	Finance and Insurance	8	<1%	\$10,764	-5%
13	Educational Services	5	1%	\$10,753	57%
14	Other Services (except Public Administration)	23	<1%	\$6,128	3%
15	Real Estate and Rental Leasing	10	<1%	\$5,429	-12%
16	Administrative Support, Waste Management and Remediation	16	<1%	\$3,900	-13%
17	Public Administration	5	<1%	\$3,080	-8%
18	Mining, Quarrying, Oil and Gas	-	n/a	\$1,247	-21%
19	Accommodation and Food Service	-	n/a	\$36.30	-13%
Total		1,259		\$6,824,478	

EXPORTS BY SECTOR, SOUTH-WESTERN REGION

Geography: London, St. Catharines-Niagara, Windsor, Brantford, Barrie

- SME goods exports from the South-Western Region totaled \$6.8 billion across all sectors in 2019, a 7% increase in exports from the province by SMEs to all international destinations.
- Exports by SMEs represent 50% of exports by firms of all sizes in terms of value of exports.
- Exports from the South-Western region account for 16% of all exports by SMEs from Ontario. There are 2,429 exporting SMEs, or 13% of all exporting SMEs in Ontario.
- The number of SMEs exporting in the Eastern Region increased from 2,124 to 2,429, a <1% increase across all sectors during the same period.
- *Manufacturing* is the largest export sector in the South-Western region, with *Finance and Insurance* experiencing the largest growth.

Figure 5 - Summary, SME Exports All Sectors, South-Western Region

Rank	Sector	Exporting SMEs	% of SMEs Exporting	Goods Exports Value (2019, \$,000s)	Goods Export Growth (2010-2019)
1	Manufacturing	1,154	48%	\$13,252,281	5%
2	Wholesale Trade	445	2%	\$776,435	4%
3	Agriculture, Forestry, Fishing and Hunting	123	10%	\$256,218	11%
4	Professional, Scientific, and Technical Services	94	22%	\$180,558	12%
5	Management of Companies and Enterprises	5	1%	\$145,318	8%
6	Transportation and Warehousing	39	2%	\$143,718	-4%
7	Mining, Quarrying, Oil and Gas	-	n/a	\$121,237	15%
8	Retail Trade	174	3%	\$74,821	7%
9	Real Estate and Rental Leasing	27	1%	54,175	29%
9	Administrative Support, Waste Management and Remediation	16	<1%	\$46,091	10%
10	Construction	58	<1%	\$32,519	-2%
11	Finance and Insurance	6	1%	\$29,029	34%
12	Other Services (except Public Administration)	34	<1%	\$21,101	-1%
13	Art Entertainment and Recreation	13	3%	\$7,327	3%
15	Utilities	-	n/a	\$3,957	120%
16	Information and Cultural Industries	6	3%	\$3,242	5%
17	Accommodation and Food Services	-	n/a	\$521	18%
18	Educational Services	-	n/a	\$381	31%
19	Healthcare and Social Assistance	-	n/a	\$305	-1%
20	Public Administration	-	n/a	\$85.8	-
Total		2,429		\$15,149,234	

EXPORTS BY SECTOR, NORTHERN REGION

Geography: Sudbury, Thunder Bay

- Given the smaller geography and economic base, many sectors in the Northern region have less than five exporters, resulting in a suppression of data from Statistics Canada.
- The region is differentiated from the rest of the province by the prominence of the *Mining, Quarrying, Oil and Gas* sector, which grew 61% between 2010-2019.

Figure 6 - Summary, SME Exports All Sectors, Northern Region

Rank	Sector	Exporting SMEs	% of SMEs Exporting	Goods Exports Value (2019, \$,000s)	Goods Export Growth (2010-2019)
1	Manufacturing	75	26%	797,596	-4.43%
2	Mining, Quarrying, Oil and Gas	7	10%	244,649	60.95%
3	Wholesale Trade	45	11%	57,500	-6.36%
4	Other Services (except Public Administration)	11	1%	27,688	63.47%
5	Construction	-	n/a	16,270	-23.83%
6	Professional Scientific and Technical Services	8	1%	8,778	-4.23%
7	Retail Trade	11	<1%	3,594	28.97%
8	Transportation and Warehousing	-	n/a	1,901	-25.72%
9	Administrative Support, Waste Management, Remediation Services	-	n/a	880	8.04%
9	Real Estate and Rental Leasing	-	n/a	546	-8.80%
10	Management of Companies and Enterprises	-	n/a	365	-18.10%
11	Agriculture, Forestry, and Hunting	-	n/a	209	-49.01%
12	Educational Services	-	n/a	81	-1.53%

TRADE DATA

This EBI Trade Data Analysis reveals the majority (73%) of goods exports to all global destinations originate from within the Innovation Corridor. Given that most of the goods exports from the province originate from this region, its goods trade data reflect much of the same patterns that can be seen in the provincial numbers, albeit at a slightly smaller scale.

EXPORTS BY DESTINATION, PROVINCE OF ONTARIO

Goods exports to these ten destinations account for 93% of all goods exports from Ontario. The United States tops the list of international destinations at \$65 billion in goods 2019 accounting for 68% of all SME goods exports from Ontario. The province's next largest goods trading partner is the United Kingdom at \$13.3B with the remaining countries coming in substantially below these two at \$2 billion or less in terms of total value of SME goods exports. Figure 7 shows the top 10 international markets for goods exports by SMEs from all of Ontario ranked in terms of the total value of goods exports. Figure 2 also shows the number of goods exporting SMEs and the growth of goods exports to each destination between 2010 and 2019.

Figure 7 - Top 10 Export Markets for SME Exports (value of goods exports)

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	United States	65,464,357	5%	14751	0.79%
2	United Kingdom	13,398,275	3%	1645	0.46%
3	China	2,500,616	3%	1675	2%
4	Mexico	2,268,723	12%	857	-0.12%
5	Hong Kong	2,069,371	13%	837	-0.59%
6	Japan	1,058,741	-1%	826	0.15%
7	Germany	1,009,703	10%	1256	0.44%
8	India	690,588	8%	858	1%
9	South Korea	626,801	5%	737	0.20%
10	Australia	367,021	1%	1152	0.36%

Figure 8 – Growth by Export Destination, Value of Goods Exports, Exports Over \$100 million

Figure 8 shows the top ten export markets for goods exports by SMEs based on growth in the value of goods exports for markets where exports totaled \$100 million or more in 2019.

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Nigeria	121,481	17.77%	192	2.05%
2	Vietnam	176,495	16.24%	261	3.84%
3	Hong Kong	2,069,371	13.29%	837	-0.59%
4	Chile	265,755	13.00%	470	-0.12%
5	Mexico	2,268,723	12.40%	857	-0.12%
6	Indonesia	147,089	11.55%	251	0.83%
7	New Zealand	158,948	10.94%	470	2.21%
8	Germany	1,009,703	10.04%	1256	0.44%
9	Turkey	201,256	8.54%	390	1.31%
10	Philippines	154,072	8.33%	288	1.10%

Figure 9 – Growth Number of Exporting SMEs, Destinations Over 300 Exporters

Figure 9 shows the top ten export markets on growth in the number of goods exporting SMEs for destinations with at least 300 exporting SMEs in 2019.

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Poland	76,921	4.69%	409	2.55%
2	United Arab Emirates	246,097	2.73%	733	2.29%
3	Thailand	184,296	3.01%	473	2.28%
4	New Zealand	158,947	10.94%	470	2.21%
5	China	2,500,615	3.00%	1675	2.03%
6	Israel	97,890	8.08%	446	1.62%
7	Malaysia	185,047	3.53%	427	1.39%
8	Taiwan	229,795	-1.44%	578	1.31%
9	Turkey	201,256	8.54%	390	1.31%
10	Peru	67,338	6.20%	301	1.30%

EXPORTS BY DESTINATION, INNOVATION CORRIDOR

The following top ten export markets (measured in terms of total value of goods exports in 2019) represent 92% of all goods exports by SMEs from the Innovation Corridor. Goods exports to the United States accounted for 63% of all Innovation Corridor goods exports by SMEs. The fastest growing export markets in the top ten are Mexico and Japan at 13% (in terms of growth in the value of SME exports since 2010). China is the fastest growing in terms of the number of goods exporting SMEs.

Figure 10 – Top 10 Export Markets for SME Exports (value of goods exports), Innovation Corridor

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	United States	46,412,988	4%	11362	1%
2	United Kingdom	13,085,356	4%	1274	0.37%
3	China	2,120,450	5%	1310	2%
4	Hong Kong	2,005,425	8%	683	-0.81%
5	Mexico	1,577,815	13%	634	-0.23%
6	Japan	943,322	13%	633	0.07%
7	Germany	627,510	-1%	960	0.39%
8	India	561,371	9%	683	1%
9	South Korea	493,376	8%	567	0.10%
10	France	272,324	5%	650	1%

Figure 11 – Growth by Export Destination, Value of Goods Exports, Exports Over \$100 Million, 2010-2019.

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Nigeria	117,906	19%	157	2%
2	Vietnam	159,114	3.66%	217	15%
3	Hong Kong	2,005,425	-0.81%	683	13%
4	Mexico	1,577,815	-0.23%	634	13%
5	Pakistan	89,967	0.65%	212	11%
6	Chile	175,934	0.12%	373	11%
7	New Zealand	83,080	2.01%	354	9%
8	Germany	627,510	0.39%	960	9%
9	Philippines	148,035	1.21%	234	9%
10	China	2,120,450	1.78%	1310	8%

Figure 12 – Growth Number of Exporting SMEs, Markets with Over 200 Exporters, Innovation Corridor

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Vietnam	159,114	15%	217	4%
2	Malaysia	142,636	4%	342	3%
3	Thailand	132,556	1%	369	2.60%
4	Poland	65,420	6%	315	2.47%
5	United Arab Emirates	226,116	8%	616	2.32%
6	New Zealand	83,080	9%	354	2.01%
7	Nigeria	117,906	19%	157	2.00%
8	China	2,120,450	8%	1310	1.78%
9	Peru	35,202	3%	236	1.69%
10	Israel	75,441	6%	351	1.68%

EXPORTS BY DESTINATION, EASTERN REGION

Exports to these ten countries represent 90% of all exports from the Eastern region worldwide. The largest export destination from the Eastern region is the United States, representing 73% of all SME exports from the region. Mexico, Thailand, and France are among both the largest and fastest growing countries of destination for SME exports from the Eastern region.

Figure 13 – Top 10 Export Markets for SME Exports (Value of Goods Exports), Eastern Region

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	United States	5,037,440	7%	998	0.88%
2	United Kingdom	247,558	10%	201	1.42%
3	Mexico	240,258	27%	68	-0.16%
4	Germany	155,258	7%	143	1.51%
5	China	128,327	4%	145	1.48%
6	India	82,088	6%	88	1.06%
7	France	68,513	10%	123	1.05%
8	South Korea	56,705	8%	82	0.85%
9	Japan	55,459	4%	88	1.49%
10	Thailand	45,783	11%	59	3.00%

Figure 14 – Growth by Export Destination, Value of Exports, Exports Over \$40 Million, Eastern Region

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Mexico	240,259	27%	68	-0.16%
2	Turkey	40,354	13%	47	3.66%
3	Thailand	45,783	11%	59	2.80%
4	United Kingdom	247,558	10%	201	1.42%
5	France	68,514	10%	123	1.05%
6	South Korea	56,705	8%	82	0.85%
7	United States	5,037,440	7%	998	0.88%
8	Germany	155,258	7%	143	1.51%
9	India	82,089	6%	88	1.06%
10	China	128,327	4%	145	-0.16%

Figure 15 - Growth Number of Exporting SMEs, Destinations Over 30 Exporters, Eastern Region

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Russia	13,959	8%	34	6%
2	Israel	13,036	22%	54	4%
3	New Zealand	29,669	5%	49	4%
4	Taiwan	11,690	9%	60	4%
5	Turkey	40,354	13%	47	4%
6	UAE	10,113	-10%	61	3%
7	Spain	26,134	17%	63	3%
8	Thailand	45,783	11%	59	3%
9	Italy	24,076	6%	75	2%
10	Hong Kong	37,860	16%	82	2%

INTERNATIONAL GOODS EXPORT MARKETS, SOUTH-WESTERN REGION

Exports to these ten countries represent 96% of all exports from the South-Western region worldwide. The largest export destination from the South-Western region is the United States, representing 88% of all SME exports from the region.

Figure 16 - Top 10 Export Markets for SME Exports (Value of Goods Exports), South-Western Region

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	United States	13,453,524	6%	1926	1.43%
2	Mexico	400,293	8%	129	0.91%
3	China	245,548	-11%	144	4.11%
4	Germany	110,262	9%	150	-0.30%
5	Australia	79,536	5%	121	-0.19%
6	Chile	79,089	30%	48	0.00%
7	South Korea	76,359	11%	79	0.68%
8	United Kingdom	63,645	-13%	156	0.14%
9	Japan	58,006	-5%	102	-0.33%
10	New Zealand	46,162	24%	38	4.40%

Figure 17 – Growth Export Destination, Value of Exports, Exports Over \$40 Million, South-Western Region

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Chile	79,089	30.04%	48	0.00%
2	New Zealand	46,162	24.25%	38	4.40%
3	Malaysia	28,411	23.66%	30	2.36%
4	Vietnam	4,354	21.25%	<5	n/a
5	India	45,922	19.91%	56	3.90%
6	Uruguay	6,130	17.91%	<5	n/a
7	Ireland	40,536	16.01%	27	-2.75%
8	Norway	6,175	14.92%	15	-2.45%
9	Finland	6,871	14.87%	28	1.14%
10	Sweden	79,089	30.04%	48	n/a

Figure 18 - Growth Number of SMEs Exporting, Destinations Over 300 Exporters, South-Western Region

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Poland	5,451	-5.16%	40	4.40%
2	Taiwan	20,252	2.77%	51	2.36%
3	New Zealand	46,162	24.25%	56	n/a
4	Turkey	14,402	3.95%	35	3.90%
5	China	245,547	-11.24%	207	n/a
6	Singapore	17,490	5.49%	53	-2.75%
7	India	45,922	19.91%	79	-2.45%
8	Spain	19,922.1	0.19%	60	1.14%
9	Malaysia	28,411	23.66%	37	n/a
10	UAE	8,248.9	-19.62%	45	1.60%

INTERNATIONAL GOODS EXPORT MARKETS, NORTHERN REGION

Figure 19 – Top 10 Export Markets for SME Exports (Value of Goods Exports), Northern Region

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	USA	3,480,234	2.13%	202	1.80%
2	Germany	560,405	111.55%	5	n/a
3	Norway	370,307	112.86%	<5	n/a
4	Grenada	116,673	n/a	<5	n/a
5	Switzerland	86,855	101.97%	<5	n/a
6	Turkey	82,944	49.60%	5	0.00%
7	Mexico	66,426	11.74%	12	-1.70%
8	Finland	53,737	53.06%	<5	n/a
9	Australia	50,355	2.76%	18	n/a
10	Ecuador	33,645	39.37%	9	n/a

Figure 20 – Growth by Export Destination, Value of Exports, Exports Over \$1 Million, Northern Region

Rank	Destination	Goods Export Value (2010-2019)	Goods Export Growth (2010-2019)	Exporting SMEs (2010-2019)	SME Growth (2010-2019)
1	Norway	86,855	112.86%	<5	n/a
2	Germany	116,673	111.55%	5	n/a
3	Switzerland	66,426	101.97%	<5	n/a
4	Israel	4,925	91.38%	<5	n/a
5	Finland	24,189	53.06%	<5	n/a
6	UAE	1,620	51.04%	<5	n/a
7	Turkey	53,737	49.60%	5	n/a
8	Mongolia	3,873	46.11%	12	n/a
9	Oman	2,376	41.66%	<5	10.22%
10	Ecuador	13,466	39.37%	9	n/a

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ACKNOWLEDGMENTS

The Toronto Region Board of Trade (TRBOT) and Executive Sponsor, Leigh Smout, President, World Trade Centre Toronto, wish to acknowledge the report's author, Judith Borts of JB Policy Group, TRBOT's Policy department for the strategic policy positioning, the Economic Blueprint Institute for the analysis, and Lisa Davison Design for the report's design.

The Toronto Region Board of Trade thanks the many industry groups and economic development leaders who shared their experiences and insights as we developed this report.

This report builds on work from the World Trade Centre Toronto's Market Activation Program. For more information on its programs, please contact **wtc@bot.com**.

We greatly appreciate the generous contribution of Western Union, which made this important endeavor possible.

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