

Market Fact:

A vibrant industry in Canada is the oil industry. Canada's oil sands place the country at third in terms of global oil reserves. The areas that are seeing the most benefit from Canada's oil industry are Calgary, Edmonton, Fort McMurray, and Red Deer. Areas like these expect strong economies as the oil sands spur overall growth and investment in the area.

Missouri's Canadian Owned Companies:

Alcan Inc. - Flat River, Joplin, Sedalia, St. Louis

Ameriwood Industries - Wright City

Intier Automotive Seating Systems - Excelsior Springs, Pacific

MDC Partners Inc. - Kansas City

Polytainers Inc. - Lee's Summit

Quebecor Inc. - Maryland Heights, St. Charles

Royal Bank of Canada - Arnold, Chesterfield, Imperial, Kansas City, Lee's Summit, St. Charles, St. Louis

Vitran Corporation - Cape Girardeau, Kansas City, Joplin, Springfield, St. Louis

Woodbridge Foam Corporation - Kansas City, St. Peters

Education:

Missouri State University - Columbia
Canadian Studies Center

Canada is the 10th largest economy in the world and shares many similarities with the U.S. market. However, it is important to understand the differences among U.S. and Canadian buyers and their cultural differences. Business in Canada is often slower-paced and more risk-averse, with the preference of spending time building a business relationship before making important business decisions. Opportunities for investment and exporting in Canada are vast and close in proximity to the U.S., providing for an effective market entry or expansion strategy.

Quick Facts

GDP:	\$1.389 trillion (2011 est.) (U.S. = \$15.04 trillion)
Currency:	Canadian dollars (CAD)
Language:	English, French
Population:	34,030,589 (July 2011 est.) (U.S. = 313,232,044)
Land Area:	9,093,507 sq km (≈5,650,443 miles)
Major Cities	Toronto, Montreal, Vancouver, Ottawa (Capital)
Industries:	transportation equipment, chemicals, processed and unprocessed minerals, food products, wood and paper products, fish products, petroleum and natural gas
Agricultural:	wheat, barley, oil seed, tobacco, fruits, vegetables, dairy products, forest products, fish

Infrastructure

Number of Ports:	9
Number of Airports:	1,404
Major Airports:	Toronto, Calgary, Edmonton
Railways:	46,552 km (≈28,926 miles)
Waterways:	636 km (≈395 miles)

Missouri Connections

Missouri companies with connections to Canada include:

- » Bass Pro, Inc.
- » Brown Shoe Company, Inc.
- » Cable Design Technologies Corporation
- » DST Systems, Inc.
- » Edward Jones Financial Companies
- » Emerson
- » Graybar Electric Company, Inc.
- » Hallmark Cards, Incorporated
- » Harbison Corporation
- » HOK Group, Inc.
- » H&R Block, Inc.
- » IDX Corporation
- » Leggett & Platt, Incorporated
- » Maritz, Inc.
- » Monsanto Company
- » Spartech Corporation
- » The Crawford Group, Inc.
- » Viasystems Group, Inc.



The World Bank ranks Canada 13th out of 183 countries for ease of doing business.

Missouri Trade



Canada ranks 6th among 178 countries in Transparency International's Corruption Perception Index.

Canada is Missouri's largest export partner, with exports to Canada making up 30.2 percent of Missouri's total exports in 2011. Missouri exports to Canada totaled \$4.27 billion in 2011, up over \$270.6 million, or 6.8 percent, from 2010.

Missouri Trade Continued

Top Five Missouri Export Commodities to Canada		
Code	Description	Annual 2011
87	Vehicles, except Railway or Tramway, and parts etc	\$1,884,056,670
84	Industrial Machinery, including Computers	\$403,697,617
85	Electric Machinery etc, Sound Equip, Tv Equip, Pts	\$301,561,469
21	Miscellaneous Edible Preparations	\$175,647,224
39	Plastics and Articles Thereof	\$142,901,196



Vehicles and parts, industrial machinery, electric machinery, edible preparations, and plastics were the top commodities exported to Canada for 2011.

Market Opportunities

- » Aerospace
- » Agricultural Sectors
- » Automotive
- » Defense Products and Services
- » Information and Communications Technology
- » Mining
- » Oil and Gas
- » Pollution Control - Wastewater Treatment
- » Renewable Energy
- » Safety and Security Equipment

Services

The International Trade & Investment Office has eight foreign offices that provide trade promotion and export transaction assistance to existing Missouri firms. The offices also play a major role in foreign direct investment lead generation within their respective markets. The offices are located in Brazil, China, Europe, India, Japan, Mexico, South Korea, and Taiwan. The International Trade & Investment Office provides the following services to Missouri firms: Advocacy, Agent/Distributor Search, Background Check, Business Protocol, Certificate of Free Sale, Customized Company Trade Missions, Export Finance, Market Research, Trade Counseling, and Trade Shows. Please contact our office for more information on the services provided.

Data sources: U.S. Commercial Service Commercial Guide, The World Bank, WISERTrade

Market Challenges

- » Differing customs documentation
- » Bilingual labeling
- » Differing packaging requirements
- » Differing federal and provincial sales tax accounting



Helpful Resources/Links

- » **CIA World Factbook:** <https://www.cia.gov/library/publications/the-world-factbook/geos/ca.html#top>
- » **Ex-Im Bank:** <http://www.exim.gov>
- » **Foreign Affairs and International Trade Canada:** <http://www.international.gc.ca>
- » **Trade Events:** <http://www.export.gov/tradeevents>
- » **U.S. Commercial Service -Doing Business in Canada:** http://www.buyusainfo.net/docs/x_615709.pdf
- » **U.S. Commercial Service:** <http://export.gov/>
- » **U.S. Department of State-Background Note Canada:** <http://www.state.gov/r/pa/ei/bgn/2089.htm>
- » **U.S. Export Control Information:** <http://www.bis.doc.gov/>

Missouri International Trade and Investment Office • 301 W. High St, Ste 720 • PO Box 118 • Jefferson City, MO 65102

Phone: 1-573-751-4855 • Email: global@ded.mo.gov

www.ded.mo.gov

