



# GOING GLOBAL TRADE STRATEGY

## PART OF ONTARIO'S PLAN FOR JOBS AND GROWTH

### GOING GLOBAL

Trade is essential for Ontario's growth and competitiveness. It strengthens the economy by creating jobs, accelerating innovation, increasing foreign direct investment and boosting GDP.

Ontario has a wealth of trade experience. Today there are thousands of companies across the province, large and small, successfully exporting to the United States, the European Union and most global markets.

But the world economy has changed and our approach to trade must also change. Global trade has doubled over the past 10 years, and Ontario must keep pace. Our traditional trading partners are experiencing slower growth, while emerging economies are surging ahead.

If we are to maintain our high quality of life, we must continue to encourage Ontario's businesses to grow by investing in a strong business climate. Increasing the number of Ontario companies that export and helping companies expand their trade to new markets is fundamental to this goal.

For these reasons, Ontario has developed a new Going Global strategy.

### ONTARIO'S EXPORT ADVANTAGE

We start from a position of strength.

The Ministry of Economic Development, Trade and Employment and other ministries have programs and services to help companies at every stage of the export process. These include exporter skills development, one-on-one market and export consulting, outbound trade missions, incoming buyer programs, market seminars and in-market representation.

Our International Marketing Centres in 10 locations around the globe — from New York City to London, New Delhi to Mexico City — help open new markets by promoting Ontario-produced goods and services.

We also have in-market Trade Development Representatives in five markets worldwide: Brazil, Chile, Mexico, Singapore and

***According to the Conference Board of Canada, every \$100-million increase in exports creates approximately 1,000 new jobs.***

the United Arab Emirates. These representatives are Ontario's eyes and ears on the ground in global markets, providing exporters with the business intelligence they need to succeed, as well as access to potential buyers and distributors.

To help companies with the costs of exporting, we offer the Global Growth Fund. Administered by the Ontario Chamber of Commerce, it has two programs:

- the Export Market Access Program, which helps to cover the direct costs of developing international markets; and

- the Ontario Exporter Fund, which helps to cover the costs of hiring an export manager for two years.

Finally, we work closely with industry associations, business councils and the federal government to leverage networks and expertise, and collaborate on activities and programs focused on expanding exports.



## OUR STRATEGY

The goal of our Going Global strategy is clear: to improve Ontario's export performance, with a special focus on helping Ontario's small and medium enterprises (SMEs).

To meet our goal, we will:

### 1. Diversify our markets

While not losing focus on our traditional trading partners, such as the US and the EU, we need to help SMEs seize opportunities in new markets, including emerging high-growth markets.

Ontario will help SMEs solve some of the export challenges associated with selling beyond our province's borders.

Based on careful analysis, we've identified priority markets and sectors where Ontario companies have a competitive advantage.

***Every year about 1,200 companies participate in MEDTE programs, including over 550 companies on outbound trade missions.***

To help SMEs break into these lucrative markets, we will provide them with:

- up-to-date market intelligence;
- exporter skills development and market seminars;
- opportunities to participate in sector specific trade missions; and
- a stronger international network for support — for example, we're opening an International Marketing Centre in Sao Paulo, Brazil — and we're exploring innovative options to support SMEs throughout Canada and the world.

We will also build a new online registry allowing businesses to identify trade barriers to help government represent the province's interests in trade negotiations.

We will work collaboratively with:

- sector, country and other business associations in Ontario, including our province's diverse communities, to identify new export opportunities and build partnerships; and
- the federal government to secure new trade agreements that advance Ontario's interests in key markets, particularly the European Union, India, South Korea and Japan.

**Last year MEDTE's trade specialists helped more than 1,200 companies develop their exporting skills and find new markets for their goods and services.**

## 2. Increase exporters

Businesses need to think globally. Exporting will expand their customer base, leading to increased sales and investment opportunities in foreign markets. It will also stimulate innovation and increase productivity.

To accelerate the number of companies exporting to priority markets, we will:

- host multi-sector global export forums to help SMEs learn about business opportunities in priority markets;
- identify opportunities to incorporate a global focus into entrepreneurship programs at colleges and universities; and
- increase accessibility to and promotion of Ontario's export programs.

We will also explore ways to:

- build on the success of the Global Growth Fund, in collaboration with the Ontario Chamber of Commerce;
- facilitate business-to-business mentoring using an online portal to create these partnerships;
- provide exporting programs that align with trade agreement opportunities; and
- leverage the resources of the Ontario Network of Entrepreneurs (ONE) to drive partnerships with world-leading centres of innovation.

## 3. Build Ontario's brand internationally

Key to our strategy is building Ontario's global brand.

We need to let customers in our target markets know that our province's SMEs produce innovative, top-quality products

**Exporting SMEs demonstrate higher revenues, faster revenue growth and greater productivity than non-exporting SMEs.**

Source: US International Trade Commission, Small and Medium-Sized Enterprises: Characteristics and Performance, November 2010.

and services and that they deliver on time and on budget.

To increase Ontario's profile, we will:

- enhance our integrated marketing efforts, including advertising, media outreach, trade show participation and social media;
- consult with business leaders and organizations on how to best leverage and promote Ontario exports, including leveraging the Canadian brand; and
- enhance our integrated website — SourcefromOntario.com — to facilitate connections between SMEs and international buyers seeking goods and services for their supply chains.

## 4. Streamline resources

We're going to make it easier for SMEs to find the programs and services they need to help them go global.

To do that, we will:

- work with our federal counterparts and with local business and regional organizations to better integrate and align our exports services;
- provide a single, online access point for the range of programs and services offered by various Ontario ministries and other partners through Ontario.ca; and
- increase access to market research and export advice through local government offices, including the ONE network.

Our new trade strategy is designed to help Ontario companies capture a larger share of world exports. Their future — and the future prosperity of the province — depends on it.

Success depends on everyone — government, industry associations, advocacy groups, business councils, incubators and commercialization centres — understanding the importance of accelerating our export success and breaking into new high-growth markets. We look forward to working together with all our partners to achieve this important goal.

*"I'm not the CEO of an Ontario company that does business globally. I'm the CEO of a global company that is headquartered in Ontario."*

**Kunal Gupta, CEO, Polar**



**To find out more, contact:**

1-416-314-8200

1-877-46-Trade (468-7233)

[trade.officer@ontario.ca](mailto:trade.officer@ontario.ca)