



THRIVING THROUGH CHANGE

SUCCESSFULLY NAVIGATING THE GLOBAL TRADE LANDSCAPE

Angela Marshall Hofmann
Growing the North Conference 2017
Grande Prairie, Alberta





**Trump wants to 'speed' up
NAFTA talks, calls deal a
'catastrophe'**
CNN Money
February 2, 2017

TRUMP: PAY FOR WALL WITH TARIFF
NW ARKANSAS DEMOCRAT GAZETTE
JANUARY 27, 2017

DONALD TRUMP WITHDRAWS U.S. FROM TRANS-PACIFIC PARTNERSHIP TPP AGREEMENT WAS AIMED AT CURBING CHINA'S ADVANTAGES

WALL STREET JOURNAL, JANUARY 23, 2017



A Look Back 20 Years Ago

1997 Asian Financial Crisis



Canadian Exports Impacted by Protectionist Measures





We belong to an entrepreneurial, technology-driven, globally-connected world.

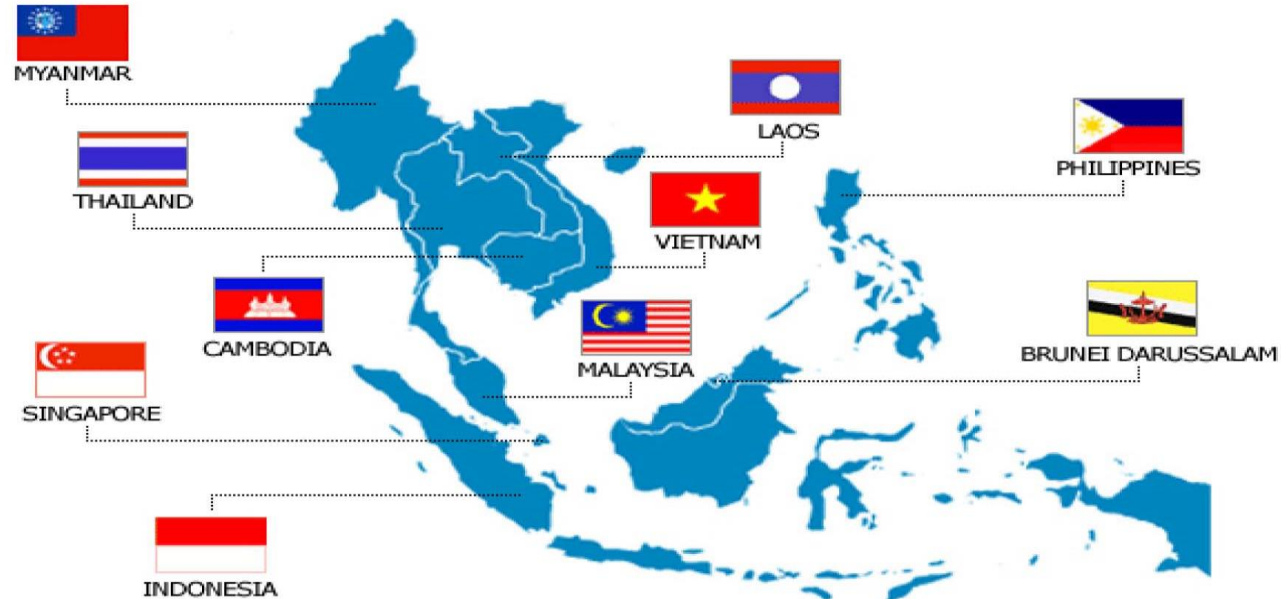
- Companies have developed complex supply chains which leverage inputs and manufacturing across multiple geographies;
- New trade regimes are growing markets for small and medium-sized businesses;
- Service industries are rapidly expanding investment and exports; and
- Global eCommerce is booming.



The ASEAN Community in 2017

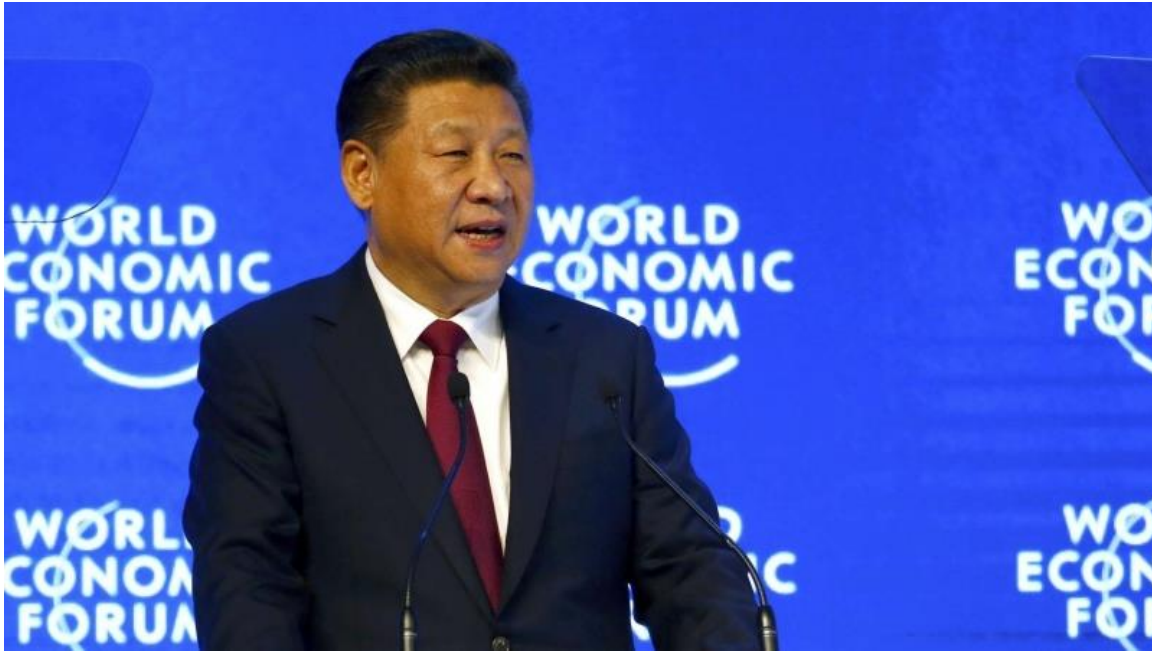
One Vision. One Identity. One Community

ASEAN Member Countries



China Today

Championing Global Trade



Chinese President Xi Jinping
World Economic Forum
Davos, Switzerland
January 17, 2017

“The right thing to do is to seize every opportunity to jointly meet challenges and chart the right course for economic globalization.”

RECP ?

TISA

TPP

? GSP

? ?

AD/CVD

TFA ?

CETA

NAFTA

?

Current Canadian Trade Agreements



CANADA - U.S. FREE TRADE AGREEMENT (CUSFTA): **1989** (*SUPERSEDED BY NAFTA*)

NORTH AMERICAN FREE TRADE AGREEMENT (NAFTA): 1994

ISRAEL: 1997

CHILE: 1997

COSTA RICA: 2002

EUROPEAN FREE TRADE ASSOCIATION - 2009

PERU: 2009

COLOMBIA: 2011

JORDAN: 2012

PANAMA: 2013

HONDURAS: 2014

KOREA: 2015

EUROPEAN UNION COMPREHENSIVE ECONOMIC TRADE AGREEMENT (CETA): CONCLUDED 10/2016

UKRAINE: CONCLUDED 2016

**TRANS-PACIFIC PARTNERSHIP (TPP)*

NAFTA: Canada Matters to Arkansas

Exports - Canada is the largest market for Arkansas goods and services with annual exports over \$1.4 billion.

Investment – \$80M Canadian investment in Arkansas sawmill will create 120 jobs (Jan 2017)



The Trans-Pacific Partnership

Australia

Brunei
Darussalam

Japan

Malaysia

New Zealand

Singapore

Vietnam



Canada

Chile

Mexico

Peru

United States **

By 2030, middle class population in the Asia-Pacific is expected to be 10 times the size of the United States.

Small Businesses Benefit from New TPP Rules

- **Cutting through shipping “red tape”** with more efficient and transparent customs procedures and use of e-forms
- **Requiring fair regulatory procedures** for products and technical standards
- **Ensuring a free and open internet and promotes paperless trading**, including allowing electronic authentication and signatures
- **Making it easier for businesses to register and protect their intellectual property** to protect creativity while ensuring strong enforcement for infringement.
- **Protecting investment** from discriminatory or arbitrary treatment



We've been to this rodeo before ...

Thriving through Action

- ✓ Implement Canada-EU Trade Agreement (CETA)
- ✓ Play offense in NAFTA re-negotiations
- ✓ Engage Asia
- ✓ Unlock TPP Customers
- ✓ Secure new benefits for small-business
- ✓ Accelerate ecommerce and cross-border digital trade (TISA)
- ✓ **Be nimble, swift, innovative and bold**

SUCCESSFUL NAVIGATION



- Saves Time
- Lowers Costs
- Reduces Risk
- Simplifies the Process
- Accelerates sales



QUESTIONS?