



# **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





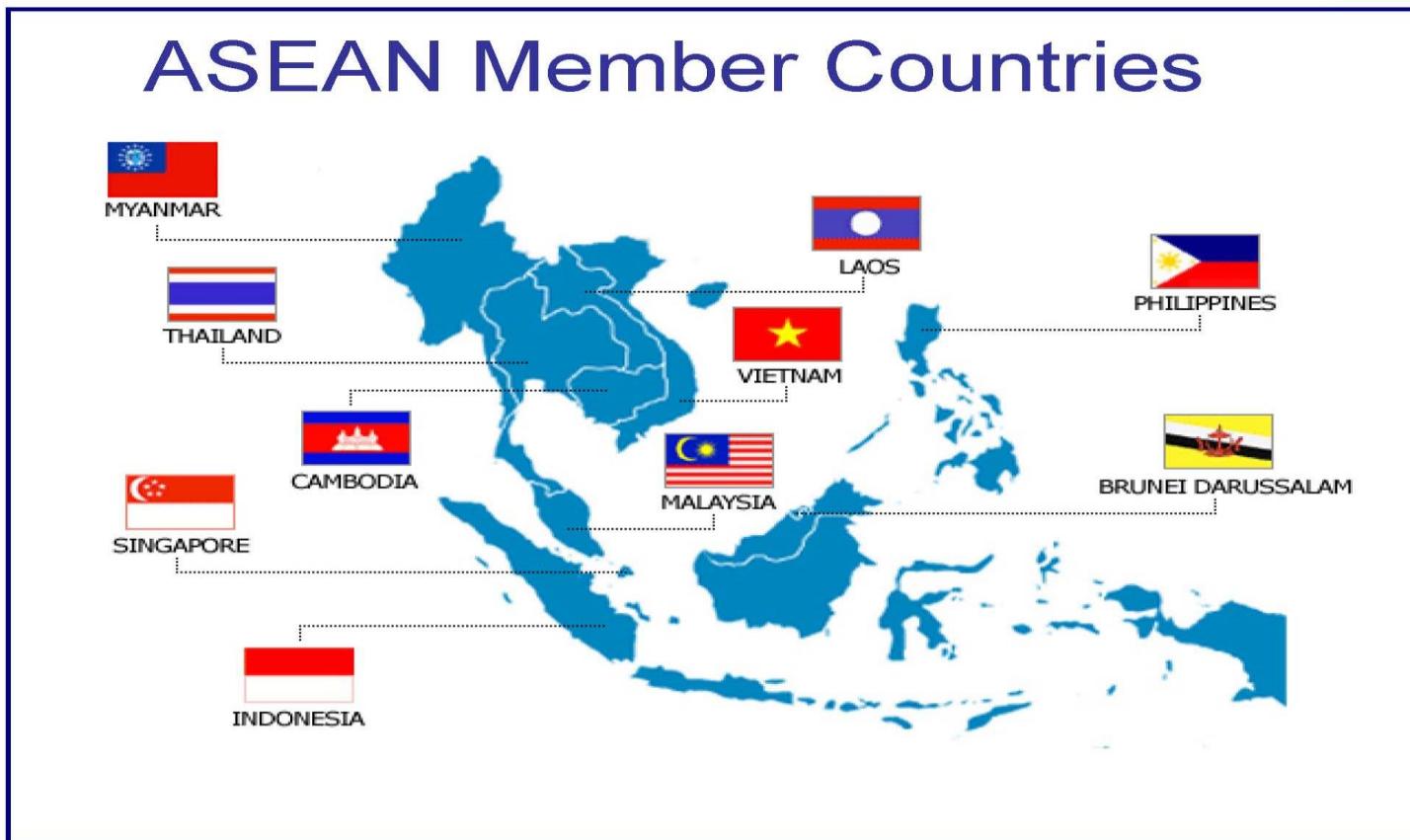
We belong to an entrepreneurial, technology-driven, globally-connected world.

- 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.



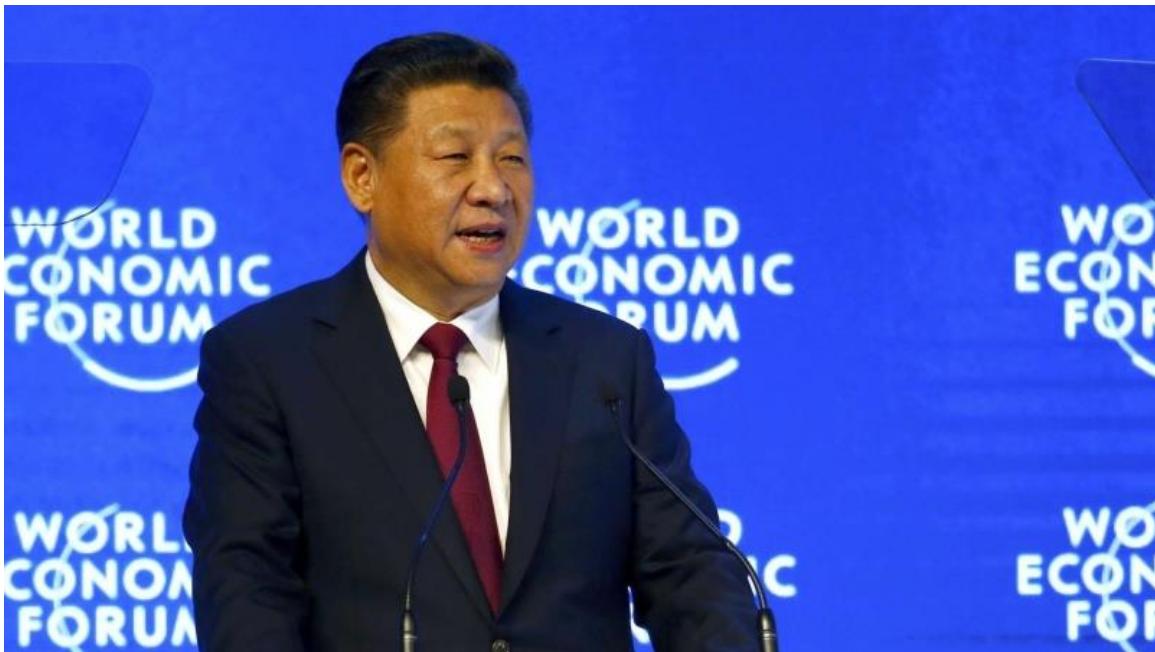
# The ASEAN Community in 2017

## One Vision. One Identity. One Community



# China Today

## Championing Global Trade



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CANADA - U.S. FREE TRADE AGREEMENT (CUSFTA): **1989** (SUPERSEDED BY NAFTA)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

More Than  
**800 Million**  
Consumers Live in  
TPP Countries\*\*



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?