



Northern Ontario Bioenergy Tour 2014

Canadian and Finnish Trade Opportunities



Trade Commissioner Service (TCS)

- Created in 1894
- Trade offices across Canada (RO's) and in 174 offices (Embassies) around the world
- For Canadian companies, we provide:
 - on-the-ground intelligence
 - qualified contacts
 - partnership opportunities
 - practical advice on foreign markets
- For foreign companies, we provide:
 - assistance in making Canada their next investment destination.
- Bilaterally we are involved in innovation, R&D partnership facilitation

www.tradecommissioner.gc.ca



TCS in Helsinki 1/2

➤ Our trade team:

- **Pamela Hay**, STC / Foreign Investment Attraction to Canada
- **Seppo Viheraari**, TC / Aerospace, Chemicals and Plastics, Defence and Security, Financial and Insurance Services, Forestry and Wood Products, Industrial Machinery, Infrastructure, Market Access, Mining, Oil and Gas, Science and Technology, Sustainable Technologies, Transportation, Arctic and Ocean Technologies
- **Nina Tiittanen**, TCA / Agriculture and Processed Foods, Arts and Cultural Industries, Consumer Products

➤ *Since 2012: ICT, Automation, and Life Sciences outsourced to TCS Stockholm as result of DRAP (Deficit Reduction Action Plan)*



TCS in Helsinki 2/2

➤ Foci:

- Science and Technology, Innovation
- Mining
- Forestry and Bioenergy
- Arctic Development

➤ Strong collaboration with Stockholm and other Nordic TCS's

➤ One common Email for Nordics TCS: NordiCommerce@international.gc.ca



Canada vs. Finland

	Canada	Finland
Population M	34.9	5.4
Population density/km ²	3.84	17.77
GDP (USD B)	1,852.1	256.9
GDP/capita	43,471.7	35,616.6
Land area (km ²)	9,093,510	303,890
Forests %	34.1	72.9
Forests (km ²)	3,101,340	221,570
CO ² emissions (mtn/c)	14.7	11.5



Business activity

- 2013 bilateral trade between Canada and Finland was valued at CAD 1.6 billion: Canadian exports to Finland = CAD 349 million, Finnish exports to Canada CAD 1.3 billion
- Finland is the 18th largest investor in Canada with CAD 1.75 billion in 2012 (machinery, elevators, cranes, biomass, paper and plastics)
- There are approx. 25 Finnish investors in Canada, e.g., Kemira, Metso/Valmet, Nokia, Wihuri (Winpak), Uponor
- There are over 54 Canadian companies that are investing or exporting to Finland, e.g., Bombardier, BRP, Canada Goose, Golder, Ensyn, CGI, OpenText, GLV, CAE



Why STI?

GII 2014 rank	Canada	Finland
Overall	12	4
Gov. effectiveness	10	1
Researchers/mn pop	n/a	1
VC deals / rank	1	6
ICT serv. exp. % of trade	46	1
ICT/business model cr.	27	1
ICT/org. model cr.	12	1

- Finland's investment in RD&I is among the highest in the OECD
- 2014 total budget for RD&I almost CAD 3 billion



Why Mining?

- Canadian mining presence in Finland is estimated at over CAD 1 billion
- 1/3 of mines in Finland are Canadian owned
- Agnico-Eagle operates Europe's largest gold mine in Kittilä, Finland
- First Quantum Kevitsa mine will be Finland's largest
- PDAC has an MOU with FEM
- MAC/Tekes are working on Sustainable/Green mining initiatives



Why Arctic development?

- Canada has the Chairmanship of the Arctic Council, followed by USA in 2015 and Finland in 2017
- Canada initiated the creation of the Arctic Economic Council, which will focus on Arctic commerce development
- University of the Arctic co-operation
- CHARS in Cambridge Bay, will provide an international platform for Arctic RD&I
- PCW Satellite collaboration, SAR
- Natural resources development: technology and services



Why forestry & bioenergy?

- **Ask the experts!**



CETA

- Most ambitious free trade treaty the EU and Canada have negotiated so far.
- Negotiations started in 2009. In Oct. 2013, Parties reached a political agreement. Aug. 2014 final conclusion was reached.
- Estimated to increase trade and services between Canada and the EU by CAD 37 Billion (26 Billion EUR).
- CETA will lower import duties, facilitate investments and trade in services, increase cooperation to help tackle barriers to trade.



Business opportunities???

- Absolutely YES!
- Pending on direction of approach
- Visit the TCS website for information
- Contact TCS for case-by-case service/advice
- Utilise pool of expert knowledge at your disposal, in this room, NOW!