



The Business of CETA Two Years In

An overview of GAC's CETA promotion activities

Presented by
Geneviève Gougeon

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Government
of Canada

Trade Commissioner
Service

Gouvernement
du Canada

Service des
délégés commerciaux

Canada

Who we are & What we do

The Trade Commissioner Service established a division dedicated to the central coordination of FTA promotion and capacity building following the entry into force of CETA

Canada`s FTA promotion strategy moving forward :



Increasing the Reach

Leverage the network of Business associations and key TCS partners



Actionable intelligence

Research and Disseminate market and sector actionable intelligence

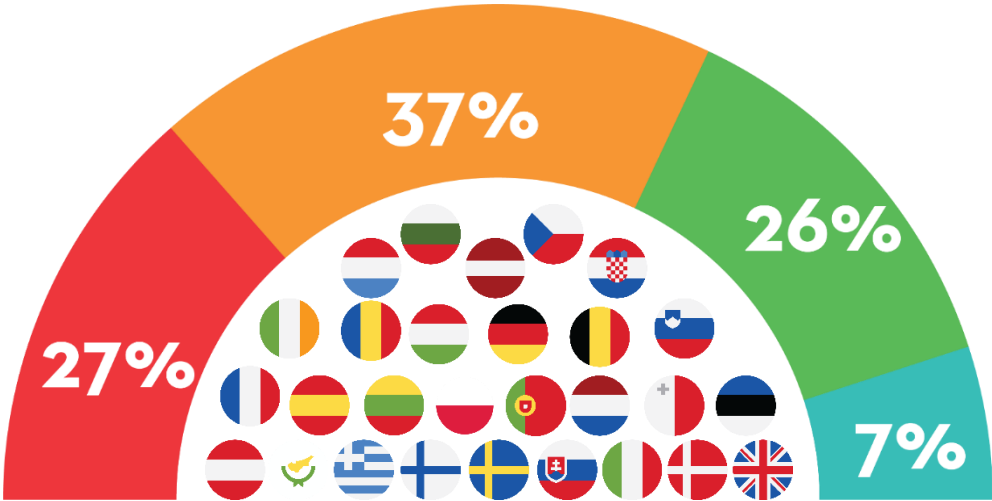


Practical Tools and workshops

Produce practical and user centered resources



Canadian businesses lack awareness of CETA



- Never heard about FTA
- Heard about FTA (doesn't know details)
- Heard about FTA (know some details)
- Heard about FTA (aware of details)

Source: Public Opinion Research on *Encouraging Export Diversification for Canadian Small and Medium-Sized Businesses: Quantitative and Qualitative Research on Free Trade Agreements*, Global Affairs Canada



38.0% Claim preferential tariffs



49.6% Claim preferential tariffs

Source: Office of the Chief Economist, Global Affairs Canada



Building the capacity of Canadian businesses and the Trade Commissioner Service network



CETA events

+80

Events conducted/supported

+6100

Events attendees aware of CETA



CETA training

19

Workshops conducted

396

Workshops conducted

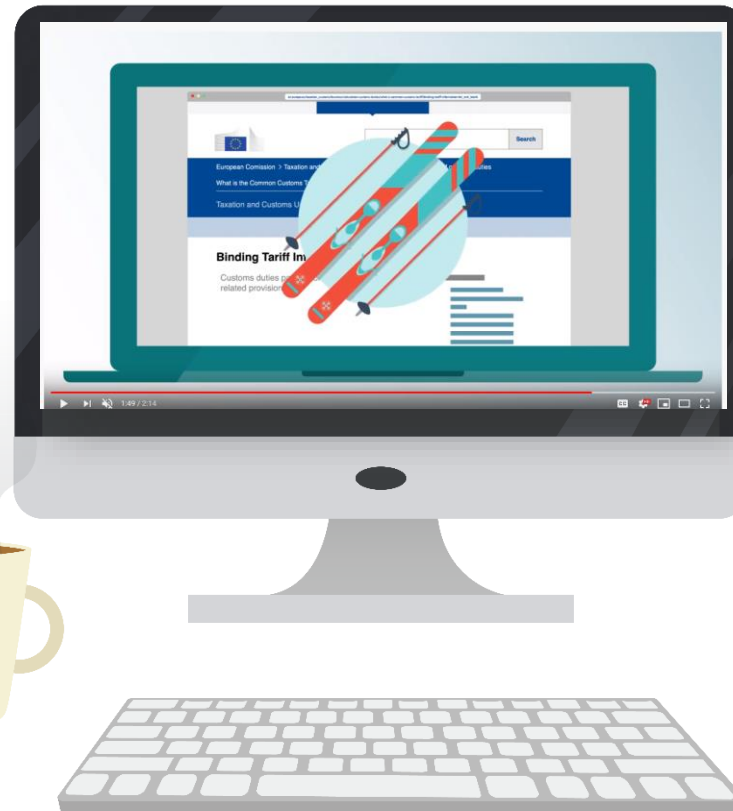


Resources and tools helping Canadian businesses succeed in the EU

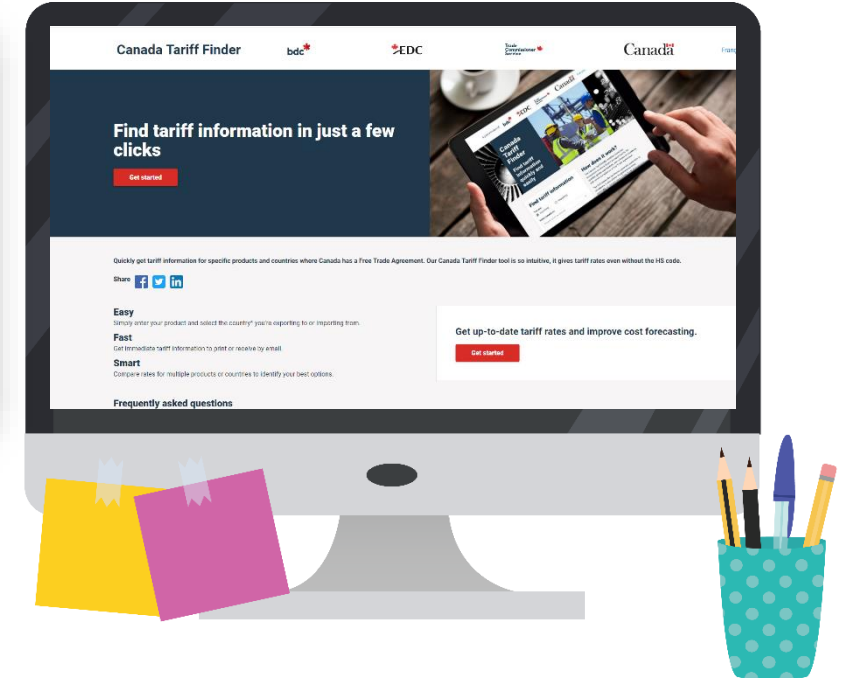
Informational guides & websites



Instructional videos



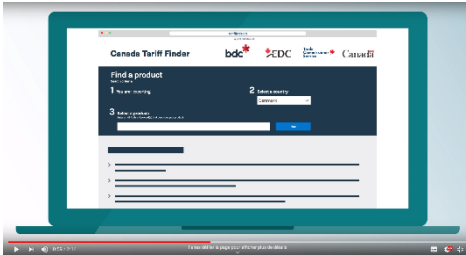
Tools to find tariff preference



Expanding our reach through social media



CETA promotion social media campaign (including tweets and video promotion)*



Preferential tariffs



Rules of origin



Temporary entry



Government procurement



117,722 Number of impressions overall

1,676 Number of engagement overall



21,092

Number of impression

738

Number of engagement



7,590 Number of impression

256 Number of engagement



89,040

Number of impression

682

Number of engagement

Note: TCS Marketing non-paid campaign (Aug. 26th, 2019 to Sept. 10th, 2019)

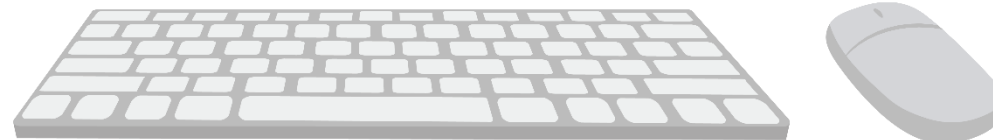
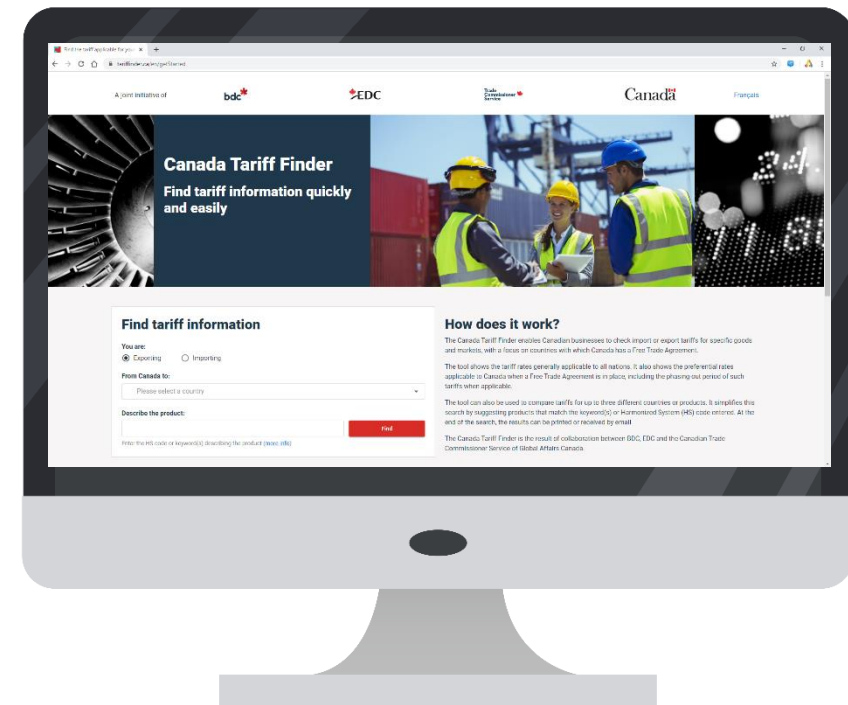


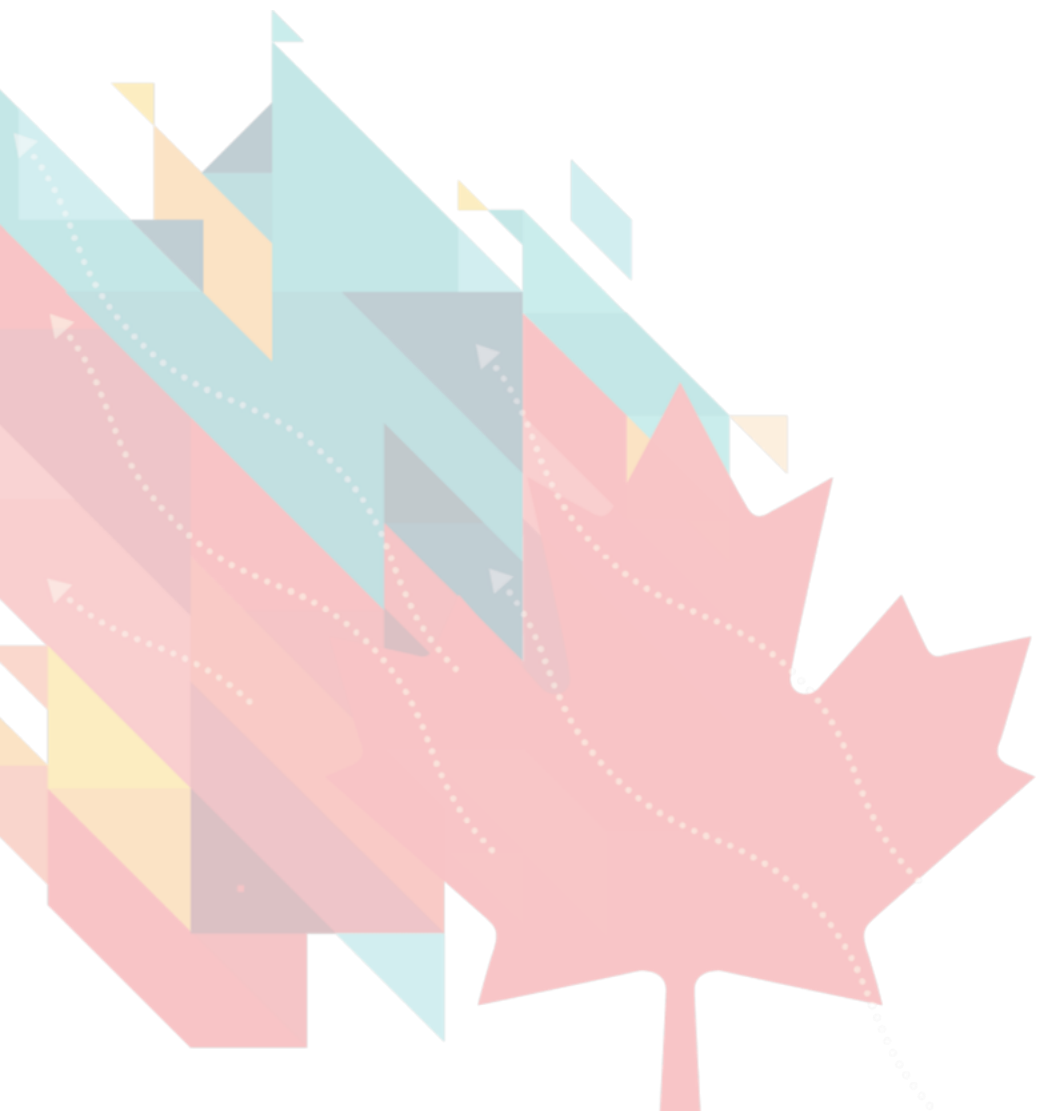
Delivering innovative tools to give Canadian businesses a competitive edge when exporting abroad

Internal tools



External tools





Thank you
Questions?



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