

TAKING SASKATCHEWAN'S BEST TO THE WORLD

presented for:

Saskatchewan Mining Week



Presented by:

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President and CEO



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www.sasktrade.sk.ca

Objectives

- Profile STEP
- Saskatchewan Exports
- Services for exporters
- Trade missions





Who is STEP?

- A unique public-private partnership founded in 1996
- A member-based organization with 450 Members
- Offices in both Regina and Saskatoon
- Governed by Board of Directors made up of 15 Saskatchewan export industry leaders and government representatives.



STEP's Role as an Export Catalyst

- Innovative government/ industry partnership . . . STEP is supported by the provincial government, yet led by Saskatchewan's export industry.
- Works with existing exporters and export ready companies.
- Supports small, medium and big sized, Saskatchewan based companies who operate and market value-added products and services internationally (outside of Saskatchewan)
- Provides services to Saskatchewan exporters that enables them to more effectively enter the international marketplace with their products and services



Membership in STEP

Regular Members Companies that are currently exporting or getting ready to export

Associate Members Companies that provide services to exporters or have an interest in international trade

- * While exports make up close to 80% of our provinces GDP, essentially every business in Saskatchewan is export dependant, either as an exporter or as a business that supports exporters.



Saskatchewan's International Exports

Most recent statistics reveal that exports to the world increased by 56.8% in 2008 to a level of \$31.2 Billion. In the past 10 years have experienced tremendous export growth. *We are one on the most trade dependent provinces in the most trade dependent country in the world.*

YEAR	Dollar Value of Sask Exports to Other Countries
1998	\$9.95B
2003	\$10.39B
2007	\$19.89B
2008	\$31.2B (+56.8%)
2009	?????

Source Stats Canada, Cdn. Dollars



Where Did Saskatchewan Export in 2008?

1. United States	\$19,950,082,134(63.9%)
2. India	\$ 1,114,214,087 (3.6%)
3. China	\$ 1,105,133,004 (3.5%)
4. United Kingdom	\$ 1,006,510,401 (3.2%)
5. Japan	\$ 964,719,782 (3.1%)
6. Indonesia	\$ 633,499,368 (2%)
7. Algeria	\$ 559,287,309 (1.8%)
8. Mexico	\$ 510,294,709 (1.6%)
9. Belgium	\$ 434,271,288 (1.4%)
10. Brazil	\$ 405,665,287 (1.2%)
11. All Others	\$ 4,512,000,000 (14.5%)

Source: Statistics Canada



How do we rank?

1. Ontario	\$ 188,535
2. Alberta	\$ 109,731
3. Quebec	\$ 70,949
4. British Columbia	\$ 33,622
5. Saskatchewan	\$ 31,197
6. Newfoundland	\$ 14,646
7. Manitoba	\$ 12,897
8. New Brunswick	\$ 12,779
9. Nova Scotia	\$ 5,810
10. PEI	\$ 878

<u>Per capita</u>
Saskatchewan
Alberta
Newfoundland
New Brunswick
Ontario
Manitoba
Quebec
British Columbia
PEI
Nova Scotia

<u>Exports Outside NA</u>
Ontario---\$32.B
Quebec---\$19.7B
BC---\$16B
AB---\$13.9B
Sask----\$11.2B
NFLD---\$4.1B
Man.---\$4B
NB---\$2.3B
NS---\$1.2B
PEI---\$.241B



What we Export – Top 10 in 2008

Rank	PRODUCT	Amount Cdn.\$
1	CRUDE PETROLEUM OILS	\$10,943,978,000
2	POTASH	5,900,332,000
3	WHEAT (inc. Durum)	3,907,962,000
4	CANOLA	1,451,523,000
5	URANIUM	1,222,201,000
6	NATURAL GAS	1,050,848,000
7	LENTILS	829,752,000
8	PEAS	747,162,000
9	BARLEY	406,966,000
10	CANOLA OIL - CRUDE	391,107,000



What Else Does Saskatchewan Export?

- **Agriculture Biotechnology** (animal genetics, R & D services, etc.)
- **Agri-Food** (food ingredients, food, meats, livestock, natural, organic)
- **Agricultural Machinery/Technology** (seeding/tillage, grain handling, livestock)
- **Primary and Secondary Building Products** (lumber, pre-fab homes, kitchen cabinets)
- **Consumer Products** (art, lawn & garden products, apparel)
- **OEM/Custom Fabrication** (components, metal structures)
- **Energy & Mining** (products and services to support these industries)
- **Environmental Products and Technologies** (remediation technologies, green building products)
- **Information and Communications Technologies** (software, telecommunications equipment)
- **Professional Services** (architects, management consulting)
- **Education/Training** (universities and technical institutes, private training)

Many other products and services



Challenges in Exporting

- Differing cultures, business practices, currencies, complex regulations, tariff and non-tariff barriers, language barriers, shipping problems, identifying customers/agents, etc.
- Volatile Cdn \$ (going back a year we had gained 50% versus the U.S.\$, only to see it drop back to levels of 5 years ago in recent times).
- Worldwide economic “chaos” and recession/depression. Particularly with our largest customer the U.S.
- Protectionism
- Payment challenges from international customers.
- Finding labor to supply our international customers needs

For Saskatchewan companies, the challenges can be daunting



What can STEP do for Saskatchewan exporters?

**Find International Business Opportunities and
Sales**

With our Trade Development Team

Mitigate Your Trading Risks

With our Export Services and **nextrade** Solutions



Trade Development

Trade Development is organized into 3 sector groups and one geographical group:

- Manufacturing Trade Team
- Agri-Value Trade Team
- Technology & Professional Services Trade Team
- Asia-Africa Trade Team



Trade Development Services

- Customized Market Intelligence Reports
- Inbound Buyers Missions
- Outbound Business Development Missions
 - Trade Shows & Business Development
 - Video Trade Missions
 - Targeted Matchmaking
- Incoming Buyers Program
- Qualified Trade Leads



Export Services

- nextrade™ finance
- STEP Export Training (FITT, etc.)
- STEP International – International Development Projects
- Logistics & Finance Counseling



STEP's Newest Offerings

- STEP-Forest First Centre Partnership
- GlobalVentures magazine
- STEP'ing Out Business Trip Planning Service
- On-line Bulletin Board Focus Groups
- Agri-Value International Marketing Internship Program
- New video conference centres in Saskatoon and Regina



Trade Missions

- STEP organizes approx. 40 trade missions into markets outside of Saskatchewan annually
- Trade missions are used to educate our members on markets and to capitalize on business opportunities in that market
- Often missions involve being at trade shows . . . this is where an industry comes together



STEP is Online

Check us out at www.sasktrade.sk.ca

- **Member Showcase** Saskatchewan exporters listed by sector
- **International Business Tools and Training**
Links to websites containing valuable international business information and tools
- **World Activities** Trip reports by our trade staff and calendar of upcoming trade missions and events

We are Proud to Take Saskatchewan's Best to the World!

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