

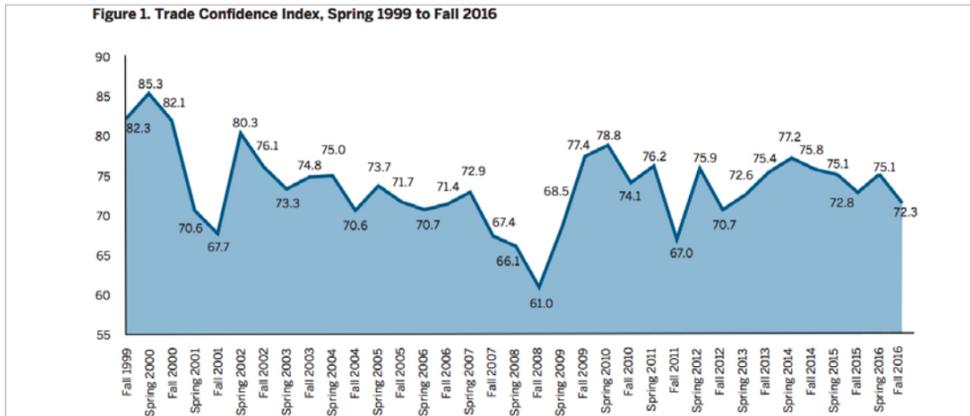
## Innovation investment could spur on exports in 2017

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

Export Development Canada (EDC) has released its latest Trade Confidence Index (TCI). What does it say about how confident Canadian business is about the world outside our borders? What world issues are on the minds of Canadian business when they are looking to export?

"Canada is an exporting nation and the USA represents 80% of our export market," says Rhonda Barnet, VP of Finance for Steelworks Design in Peterborough and Chair of the Board, Canadian Manufacturers & Exporters (CME). "Given the current US political uncertainty, many manufacturers have put off or delayed major investment decisions across North America to see what actions are realized by President Elect Trump that could impede our integrated supply chains. Some industry pillars like automotive have experienced significant growth while others like Oil and Gas have struggled. The offset in Canada has been neutral to slightly negative growth for our sector. There is still great opportunity for growth in our sector. We need to focus our government and our factories on innovation and productivity."

EDC has been conducting the TCI twice a year since 1999. The Crown Corporation calls it "a pulse check of Canadian exporters' level of confidence and their projections for international trade opportunities".



The score is based on five elements:

- Export sales
- International business opportunities
- World economic conditions
- Domestic sales
- Domestic economic conditions

Overall trade confidence dropped in 2016, according to EDC, from a score of 75.1 in the spring to 72.3 in the fall. It's the lowest level of trade confidence since the fall of 2012. However, the report goes on to say that the vast majority of respondents anticipate conditions to remain the same or improve across all five of the TCI elements, with the greatest optimism for export sales.

The low Canadian dollar was cited by some respondents as the reason for improvement in international business opportunities, while others cited world instability and concerns about oil and gas production as the reasons why such opportunities would worsen.

Optimism and hope for the world's emerging economies was given as the top reason by those anticipating a positive outlook to world economic conditions. Among those with a negative outlook on world economic

conditions concerns about world recession or global instability were mentioned along with the conflict in the Middle East.

On the index element of domestic sales, those with a positive view cited acquisition of new customers or contracts as the main reason, while those with a bleaker outlook mentioned seasonal activity or demand as the driving factor for that expectation.

Expectations for domestic economic conditions slipped from spring of 2016 to fall of 2016, however those who felt an upturn was at hand and those who felt a more negative outlook was more realistic cited very similar reasons: the oil and gas industry, political change and government initiatives and the value of the Canadian dollar.

When the numbers are displayed by business size, small, medium, and large enterprises all expected exporting conditions to worsen.

When asked what the major issues were impacting international markets and trade activity, the majority of respondents ranked the outcome of the US election as their top priority followed by the

EDC | Trade Confidence Index Survey (TCI): Fall 2016

slowdown of growth in China and then the Brexit vote.

Close to half of the respondents to the survey reported having plans to export to new countries in the next two years, with China, Germany and the UK listed as potential market destinations.

Only 32% of respondents indicated they would be hiring over the next six months. 74% said accessing skilled labour is moderately or very difficult. This is up 2% from the spring survey.

Of those surveyed 15% made investments outside of Canada, mainly in the form of foreign sales or branch offices, warehouses, and plants. The main reason for investing outside of Canada was to increase market penetration.

The US continues to rank as the most common destination for current exporters and foreign investment. The low Canadian dollar continues to have positive impacts on the export sales of survey respondents.

The survey was conducted by telephone in September and October of 2016. To read the full report: [edc.trade/trade-confidence-index](http://edc.trade/trade-confidence-index)

## CCC: Building the next 150 years of Canadian business success

2016: It is hard to remember a year when more has happened. For the Canadian Chamber, this was another successful year, and I would like to thank you for your continued support. We saw our new government reshape Canada's economic and international agendas. It is under this government that we secured policy improvements and commitments in areas that are critical to business success: access to people, customers, infrastructure, capital and technology. We welcomed and resettled over 34,000 Syrian refugees and overcame

significant hardships—some were economic, others were caused by natural disasters. Internationally, we signed a historic trade agreement with Europe while the United States elected a new president, bringing much uncertainty about the future of Canada's relationship with the U.S.

Yet, despite all these changes, there has been one constant—how strong the voice of Canadian business has been.

Perrin Beatty, President & CEO

The Peterborough Chamber of Commerce is pictured on page 19 of the Annual Report for capturing the silver prize in the national Chamber competition: Membership in the Age of Google.



**POWER HOUR**

STRENGTHENING BUSINESS

Wednesday, January 25, 2017

Tickets: [peterboroughchamber.ca](http://peterboroughchamber.ca)

Power Sponsor

## STRENGTHENING BUSINESS.

## ONE MEMBER AT A TIME.

JOIN US

## Event Calendar

**WEDNESDAY**  
January 18<sup>th</sup>, 2017  
(Chamber & WBN members only)

**Energy Savings for Business**

**Chamber Boardroom**  
175 George Street North  
12:00pm – 1:00pm

**Speaker:** Cathy Mitchell, PDI

**Details:** Learn about the energy savings programs your business could tap into.

**Cost:** Free (bring your own lunch)

**Sponsor:** Bell

**Note:** Pre-registration is required

**WEDNESDAY**  
January 25<sup>th</sup>, 2017

**An Evening with our Elected Officials**

**The Venue PTBO**  
286 George Street North  
5:30pm-9:00pm

**Details:** Guests will hear from our MP, MPP, Warden, and Mayor as they reflect on their mandates so far, and look toward the next two years.

Be in the room to hear about the major issues impacting our area and be part of a live taping for #cogecovptbo

**Tickets:** \$65 Members/  
\$75 Non-Members

**Note:** Pre-registration is required

**Sponsor:** Cogeco Connexion

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\$75 Non-Members

**Note:** Pre-registration is required

**Sponsor:** Cogeco Connexion

**TUESDAY,**  
February 7<sup>th</sup>, 2017

**PBX with the Petes**

**Peterborough Memorial Centre**

151 Lansdowne Street West  
6:00pm – 8:00pm

**Details:** Join us in the lobby of the Peterborough Memorial Centre to celebrate the business and history of sport in our community.

The Peterborough & District Sports of Hall of Fame will be open for guests.

Door prizes, food and great company.

Don't forget your business cards!

**Cost:** Free, courtesy of Shorelines Slots at Kawartha Downs

Chambers of Commerce Group Insurance Plan

FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

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**Amuse Coffee owner contributes to Globe and Mail article**

Lindsay Brock has been recognized again for her strength and determination in a Globe and Mail article, "IT'S GO TIME". 'Antidote via entrepreneurship'.

Lindsay posted on the Amuse Coffee Facebook page: "What a treat to be featured in the Globe and Mail

with some wonderful transformation tales! #invisibleillness #sicknotweak

More: [amusecoffee.ca](http://amusecoffee.ca)

**Grady's Feet Essentials celebrates longtime employee**

From Facebook: Our manager, Kathy Stickwood, presented Cathy Brown-Payne with her 14 year service pin & certificate today. Cathy is our longest serving employee and she takes great pride in finding the best shoes & insoles for our customers,

particularly those facing difficult challenges. Thank you for your 14 years of dedicated service, Cathy!

More: [feetessentials.com](http://feetessentials.com)

STRENGTHENING BUSINESS

## I BELIEVE

That Peterborough has a future that may be brightened and broadened by the co-operation of every citizen.

That Peterborough has advantages that make it worth my while to live here, work here and boost here.

That because I earn my livelihood here I should buy my goods here, when merchants give the same service and value as is obtainable elsewhere.

That if I spend my money in Peterborough I have a chance to get it back, whereas if I send my money out of town it has no more chance to benefit me.

That if I expect the city to be proud of me I must be proud of the city; that Peterborough is made up of men and women like myself; that if all the other men and women sign this creed as I am doing, Peterborough will progress.

Printed 1928  
Peterborough Examiner

WATCH PETERBOROUGH GROW

[www.peterboroughchamber.ca](http://www.peterboroughchamber.ca)

**WDB** Local Employment Planning Council  
Conseil de planification de l'emploi local

## Have a Question About Labour Market Information?

This update is brought to you by Workforce Development Board

**Not Sure What You Are Looking For? Have more questions?**

For those who want to search, feel free to email your questions to us at [HelpDesk@wdb.ca](mailto:HelpDesk@wdb.ca), or to speak to us directly, please contact either of the following:

Jason Dennison, Manager of Operations  
[jdennison@wdb.ca](mailto:jdennison@wdb.ca)  
705-749-3250 ext. 114

Andrew Bell, Labour Market Information Analyst  
[abell@wdb.ca](mailto:abell@wdb.ca)  
705-749-3250 ext. 118

It is our goal to help you with any of the questions you have related to local labour market information, and other topics related to your information search.

Please feel free to browse our online resources at: [www.wdb.ca/labour-market-info](http://www.wdb.ca/labour-market-info)