

# CANADA AT A GLANCE

Compiled by:  
**Swiss Business Hub Canada**  
Montreal, August 2013



**GENERAL** [www.cia.gov/library/publications/the-world-factbook](http://www.cia.gov/library/publications/the-world-factbook); [www.statcan.gc.ca](http://www.statcan.gc.ca); [en.wikipedia.org](http://en.wikipedia.org)

<b>Capital:</b> Ottawa <b>Land Area:</b> 9'984'670 km2 <b>Population 2012:</b> 35.05 mio. <b>Population Growth 2013:</b> +0.77% (est. CIA) <b>Illiteracy 2003:</b> 1.00% (est. CIA) <b>Population density 2011:</b> 3.41 habitants / km <sup>2</sup> (est. Wiki) <b>Fertility rate 2013:</b> 1.59 births per woman (est. CIA) <b>Birthrate 2013:</b> 10.28 births/1.000 resid. (est. CIA)	<b>Government Type:</b> Parliamentary monarchy <b>Chief of State:</b> Queen Elizabeth II <b>Prime Minister:</b> Stephen Harper (since 06.02.2006) <b>Minister of international trade:</b> Ed Fast (since 18.05.2011)	<b>Official Language:</b> English, French  <b>Ethnic Groups:</b> British Isles origin 28% French origin 23% Other European 15% Mixed Background 26% Other 8%  <b>Main Religions:</b> Christianity, Islam, Hinduism,
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**ECONOMIC INDICATORS 2013** ([www.tradingeconomics.com](http://www.tradingeconomics.com); [www.cia.gov/library/publications/the-world-factbook](http://www.cia.gov/library/publications/the-world-factbook); [economic-outlook.realclearworld.com](http://economic-outlook.realclearworld.com))

<b>GDP (nom.) // World Ranking:</b> \$ 1'770 Bn // 11/193 (CIA) <b>GDP/Capita (nom.) // World Ranking:</b> \$ 51'700 // 12/191 (CIA) <b>Real GDP Growth 2012:</b> 1.9 % <b>Unemployment 2012:</b> 7.3 % <b>Inflation 2012:</b> 1.8 % <b>Public debt % GDP 2012:</b> 84.6 %	<b>Total Export 2012:</b> \$ 481.7 Bn <b>Total Import 2012:</b> \$ 480.9 Bn <b>Total Investment (% of GDP) 2012:</b> 23.2 % <b>Gross national savings (% of GDP) 2012:</b> 20.6 % <b>Current account balance (% of GDP) 2012:</b> -3.1 %
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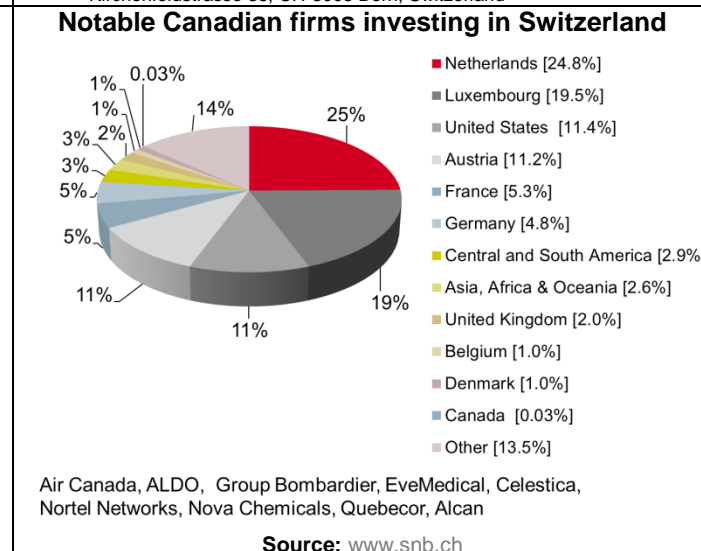
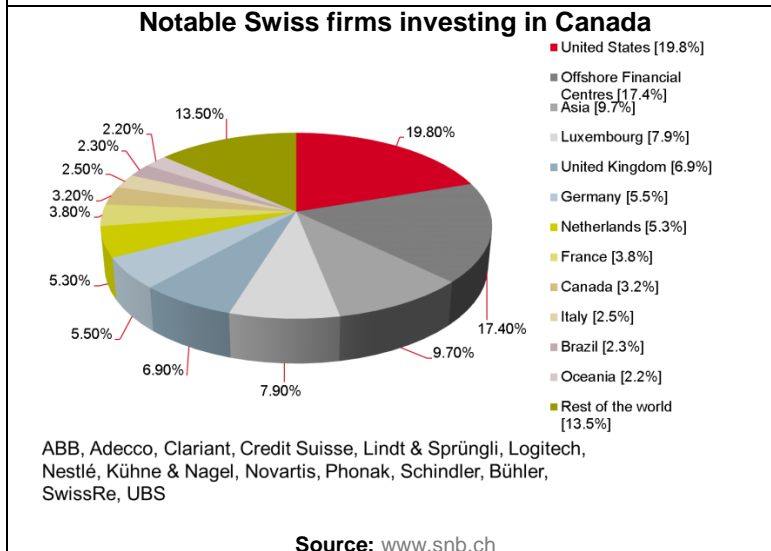
**BILATERAL TRADE & INVESTMENT** [www.seco.admin.ch](http://www.seco.admin.ch); [www.eda.admin.ch](http://www.eda.admin.ch)

**Swiss trade of goods with Canada (from CH perspective)**  
 Export 2012 CHF 3'240 mio.  
 Import 2012 CHF 640 mio.

<b>Major Exports 2012</b> (% of total exports CH → CA)	1. Chemicals, Pharma 59.9 % 2. Precision Instruments 9.5 % 3. Machinery, Units, Electronics 6.7 % 4. Agriculture & Forestry 5.9 %
<b>Major Imports 2012</b> (% of total imports CA → CH)	1. Vehicles, Aircraft 19.6 % 2. Machinery, Units, Electronics 17.7 % 3. Agriculture & Forestry 14.6 % 4. Chemicals, Pharma 7.7 %

**Direct Investments from and to Canada 2011**  
 FDI stock from CA to CH CHF 196.0 Bn // 0.9 % of all FDI from CA  
 FDI stock from CH to CA CHF 31.8 Bn // 3.3 % of all FDI to CA

- Existing Bilateral Economic agreements (EDA)**
- Free Trade Agreement (EFTA), 2009
  - Mutual Recognition Agreement, 1999
  - Double Taxation Agreement, 1998
  - Trade and Economic Cooperation Agreement (TECA), 1997
  - Extradition Treaty, 1996
  - Assistance Treaty in Legal Issues, 1995
  - Memorandum of Understanding on Good Manufacturing Practices, 1988
- Anniversaries (EDA)**
- 2013: 100<sup>th</sup> anniversary of official relations between Switzerland and Western Canada
  - 2015: 70 years of diplomatic relations
- Official Representations of Switzerland in Canada:**
- Embassy of Switzerland in Canada  
5 Marlborough Avenue, Ottawa ON, 1N 8E6m, Canada
  - Swiss Business Hub Canada  
154 University Avenue, Suite 601, ON M5H 3Y9 Toronto, Canada
- Official Representations of Canada in Switzerland**
- Embassy of Canada to Switzerland in Bern  
Kirchenfeldstrasse 88, CH-3005 Bern, Switzerland



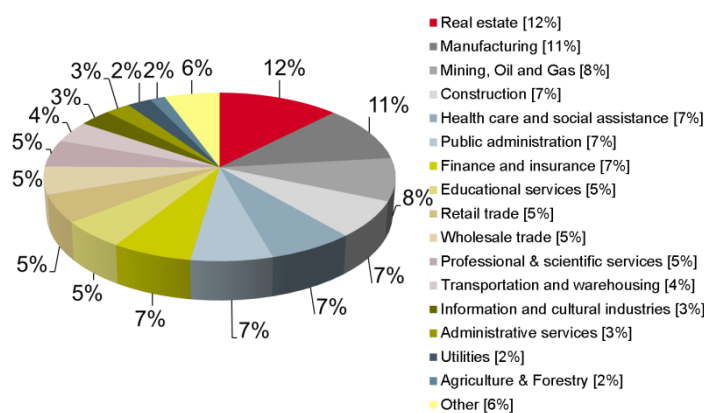
Switzerland and Canada in International Rankings	Switzerland	Canada
<b>WEF</b> (Global Competitiveness Index 2012-2013)	1	14
<b>Ease of doing Business, 2012</b> (World Bank Report 2013)	28	17
<b>The Global Innovation Index 2013</b> (INSEAD 2012- <a href="http://www.globalinnovationindex.org">www.globalinnovationindex.org</a> )	1	12
<b>Corruption Perception Index</b> (Transparency Int. 2012, <a href="http://www.transparency.org">http://www.transparency.org</a> )	6	9
<b>Index of Economic Freedom 2013</b> (The Heritage Foundation, <a href="http://www.heritage.org">http://www.heritage.org</a> )	5	6
<b>Country Ranking (Quality of Life)</b> (Mercer <a href="http://www.citymayors.com/features/quality_survey.html">www.citymayors.com/features/quality_survey.html</a> )	2 (Zurich)	5 (Vancouver)

Market potential for Swiss Exporters 2014	
Electronics	Strong Growth
Motor Vehicles	Growth
Engineering	Growth
MedTech	Growth
Mining	Growth
Chemicals	Stable
Construction	Stable
ICT	Slight Decline

▲ Strong Growth   
▲ Growth   
▶ Stable   
▼ Slight Decline   
▼ Strong Decline

Source: German Trade & Invest, [www.gtai.de](http://www.gtai.de)

### GDP by Industry 2012 (% of Total)



Source: [www.statcan.gc.ca](http://www.statcan.gc.ca)

### The Global Competitiveness Report 2012-2013: Rank 14/144



Source: Global Competitiveness Report 2012-2013

### Economic Trends & Outlook - 2014

Economy	
<b>GDP</b>	The Canadian economy is expected to generate a nominal growth rate of 2.9%, with a real rate of 1.2% in 2014
<b>Investments</b>	Investment climate is modest but expected to pick up; +1.9% in 2013 and +4.3% in 2014. Additionally, the Canadian government plans to invest CAN\$ 53B in infrastructure projects
<b>Private Consumption</b>	Consumer sentiment hesitant due to the uncertain economic climate, consumption is expected to grow by around 2.0% in 2013 and 2014
Foreign Trade (External Trade)	
	2012 was a difficult year for foreign trade with no export growth, where they are expected to remain. Meanwhile, imports are predicted to grow +2.0% in 2013 and +4.5% in 2014

Source: German Trade & Invest, [www.gtai.de](http://www.gtai.de)

### Economic Trends & Outlook

Forecasts (real alteration in %)	for	2013	2014
<b>GDP</b> <a href="http://www.imf.org">www.imf.org</a>		+2.2	+2.4
<b>Investments</b> <a href="http://economic-outlook.realclearworld.com">economic-outlook.realclearworld.com</a>		+1.7	+1.3
<b>Exports (Goods and Services)</b> <a href="http://www.imf.org">www.imf.org</a>		+4.2	+4.9
<b>Imports (Goods and Services)</b> <a href="http://www.imf.org">www.imf.org</a>		+4.7	+4.4
<b>Inflation</b> <a href="http://www.imf.org">www.imf.org</a>		+1.96	+1.99

### SWOT: Year Analysis 2012/13

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Low unemployment</li> <li>Low public debt</li> <li>Solid banking sector</li> <li>Excellent level of education</li> <li>Proximity to USA</li> <li>Energy independence</li> <li>Stable currency</li> <li>Abundant natural resources</li> <li>Attractive for FDI in commodities sector</li> </ul>	<ul style="list-style-type: none"> <li>Low export diversification (75% of exports to USA)</li> <li>Highly dependent on energy &amp; commodity prices</li> <li>Large debt of private households</li> <li>Austerity program (Govt. Spending ↓)</li> <li>Trade deficit</li> <li>Protectionism in certain sectors</li> <li>Innovation and productivity weakness</li> <li>Skills mismatch in the labor market</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>Free Trade Agreements</li> <li>Rising Energy Demand in emerging markets</li> <li>Keystone XL + Northern Gateway Pipeline</li> <li>New Detroit-Windsor Bridge</li> <li>Big Interest in Investments in the Canadian commodities sector</li> <li>Stronger US dollar</li> </ul>	<ul style="list-style-type: none"> <li>Global economic cool down (emerging markets)</li> <li>Volatile energy &amp; commodity prices</li> <li>Overvalued USD</li> <li>European crisis</li> <li>Climate policies</li> <li>Free Trade Agreement (Closing)</li> <li>Slow down in mining &amp; real estate sectors</li> </ul>

Source: Swiss Embassy in Canada