



**STEP**  
SASKATCHEWAN TRADE  
& EXPORT PARTNERSHIP

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CONNECTING  
SASKATCHEWAN BUSINESS  
WITH THE WORLD

*Saskatchewan*  *Canada*

## **Saskatchewan Seminar**

**Toronto**  
**September 15th, 2015**



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## Highlights

- About Saskatchewan
- Saskatchewan export
- Saskatchewan export to Asia and Japan
- Overview of STEP



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## About Saskatchewan

- Location
- Quick Facts
- Economic Highlights
- Core Strengths



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# Where is Saskatchewan?





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## Quick Facts About SK:

### Location:

- Western Prairie Province
- Total Area = 651,900 sq.km
- Population: Oct 2014: 1.13 million
- Capital City – Regina
- Largest City – Saskatoon

### Geography:

- Landlocked
- Over 100,000 lakes/rivers
- Northern SK – Forestry
- South SK – Interior Plains

### Climate:

- 4 distinct seasons
- 110 frost free days of growing
- Over 2,000 hours of sunlight/year
- On average, 300mm of annual precipitation







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## Economic Highlights

Real GDP (2013) = \$58.5 billion (4.8% increase)

GDP/Capita (2012) = \$52,367/capita

Exports/Capita (2014) = \$31,149/capita

Exports as a % of Real GDP = 67%

Unemployment Rate (April 2014) = 3.7%



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## Saskatchewan – Core Strengths



**Agriculture**



**Mining**



**Oil & Gas**



**Manufacturing**



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## Saskatchewan – Our Strengths

### Agriculture:

- Saskatchewan is home to over 44% of Canada's total cultivated farmland with nearly 26 million hectares
- Agriculture exports from Saskatchewan are valued at over \$11.1 billion (2012)
- World's top exporter of green lentils, chickpeas, mustard and canary seed
- Agriculture exports leading Canadian 13 agri-food products
- Largest agriculture exporter among Canadian provinces







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## Saskatchewan – Our Strengths

### Mining:

- Largest potash producer, supplying 30% of the world's trade in potash and has up to 50% of the known reserves
- Second largest uranium producer, supplying 20% of global production
- Home to many ancillary services developed to support the mining industry





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## Saskatchewan – Our Strengths

### Oil & Gas:

- Saskatchewan accounts for 28% of the country's primary energy production, the highest of all provinces in Canada
- Saskatchewan is the second largest oil producer in Canada
- Saskatchewan is the third largest producer of natural gas and coal in Canada
- Oil and gas accounts for 17% of Saskatchewan's GDP





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## Saskatchewan – Our Strengths

### Manufacturing:

- \$8.5 billion in manufacturing exports in 2012
- Export 75% of the manufactured goods produced in the province
- Leading manufacturer of dry-land farming equipment and technology and contract manufactured goods







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## Other Key Saskatchewan Exports and Industry

- Agriculture Biotechnology (animal genetics, R & D services, etc.)
- Agri-Food (food ingredients, food, livestock, natural, organic)
- **Primary and Secondary Building Products** (lumber, OSB, kitchen cabinets, millwork)
- OEM/Custom Fabrication (components, parts, metal structures)
- Transportation Equipment (trailers, ambulances, specialty vehicles)
- Energy & Mining (products/services to support these industries)
- Environmental Products and Technologies (remediation technologies, wind power, filtration products)
- Information and Communications Technologies (software, telecommunications equipment)
- Professional Services (architects, management consulting)
- **Education/Training** (universities and technical institutes, private training)
- Consumer Products (art, jewelry, apparel, lawn/garden products)
- **Tourism in Saskatchewan**







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# Canadian Exports by Province 2014

Province	Export Value in 000' CAD
Ontario	\$206,956,504
Alberta	121,977,482
Quebec	75,900,679
British Columbia	36,254,230
<b>Saskatchewan</b>	<b>35,198,046</b>
Manitoba	13,571,692
Newfoundland and Labrador	13,076,683
New Brunswick	13,024,632
Nova Scotia	5,366,738
Northwest Territories	2,083,926
Prince Edward Island	1,117,868
Yukon Territory	112,867
Nunavut	9,967
<b>TOTAL EXPORTS</b>	<b>\$525,026,650</b>





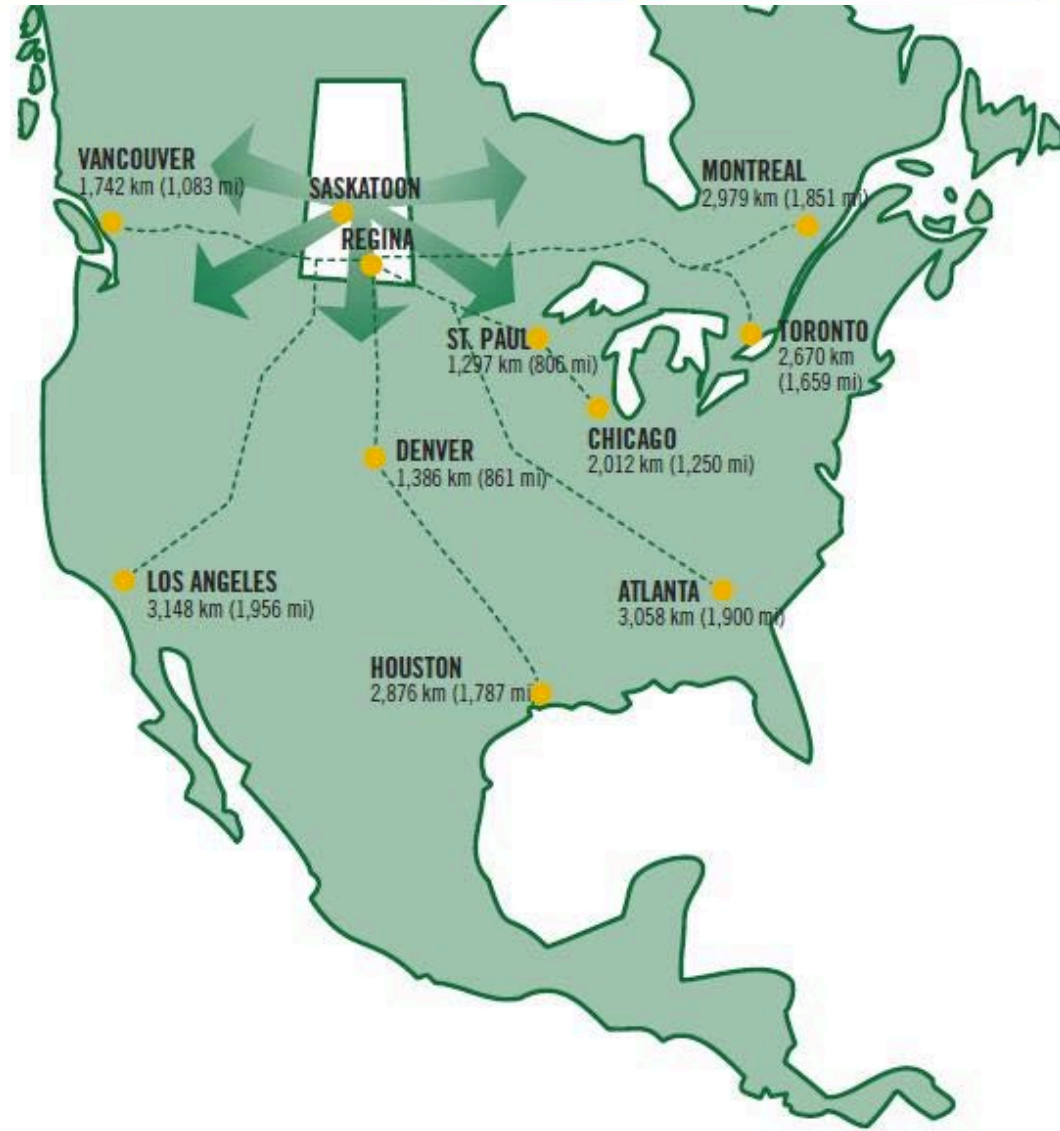
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Largest per  
capita exporting  
province

Distance to  
markets



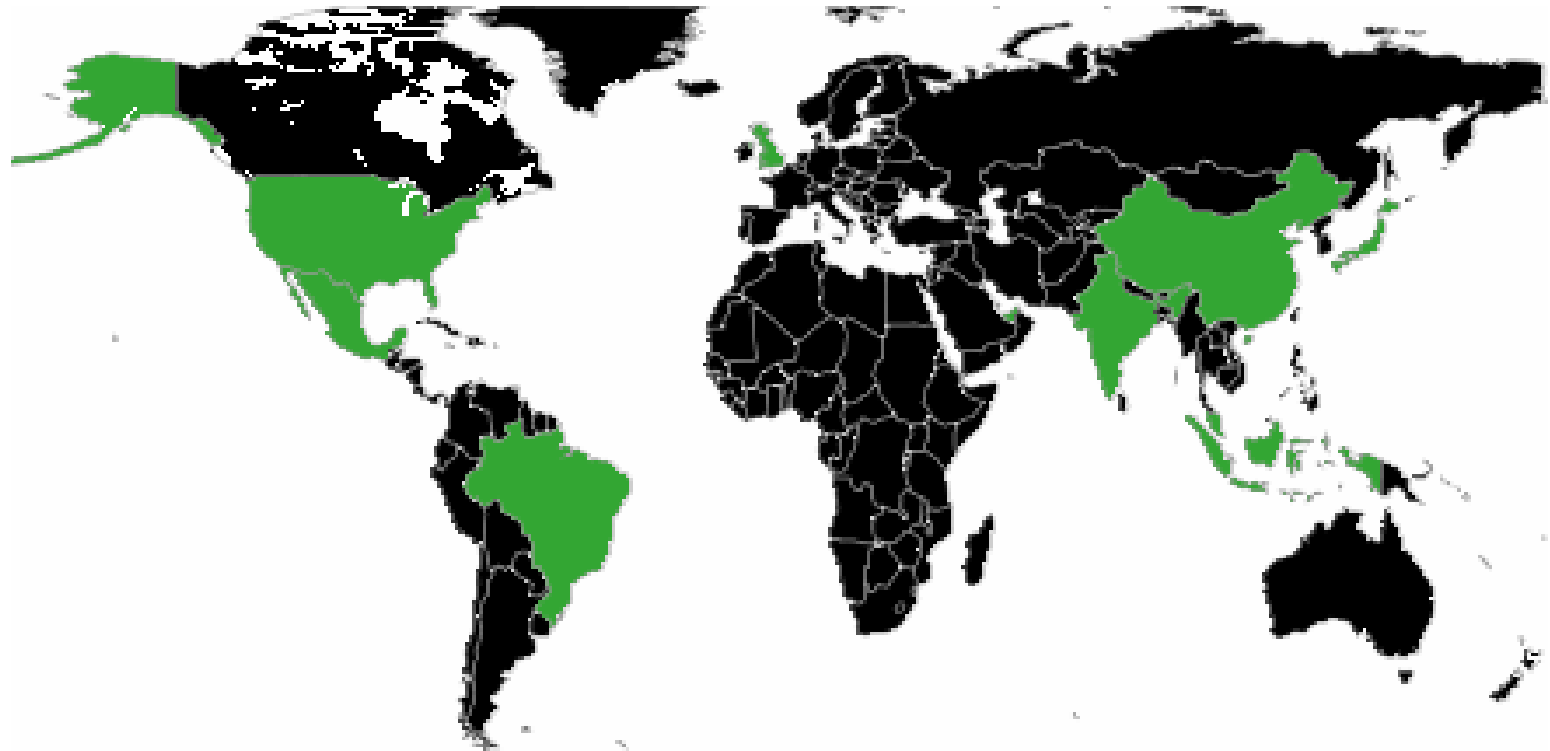


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# Where Saskatchewan Exported in 2014 (Top 10)





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## Where Saskatchewan Exported in 2014

Country	Value in '000 CAD
United States	\$22,586,882
China	2,824,364
India	1,172,369
Japan	967,277
Indonesia	693,373
Mexico	609,746
Brazil	577,803
Italy	535,503
Bangladesh	412,500
Belgium	328,128
Others	4,490,100
<b>TOTAL EXPORTS</b>	<b>\$35,198,046</b>



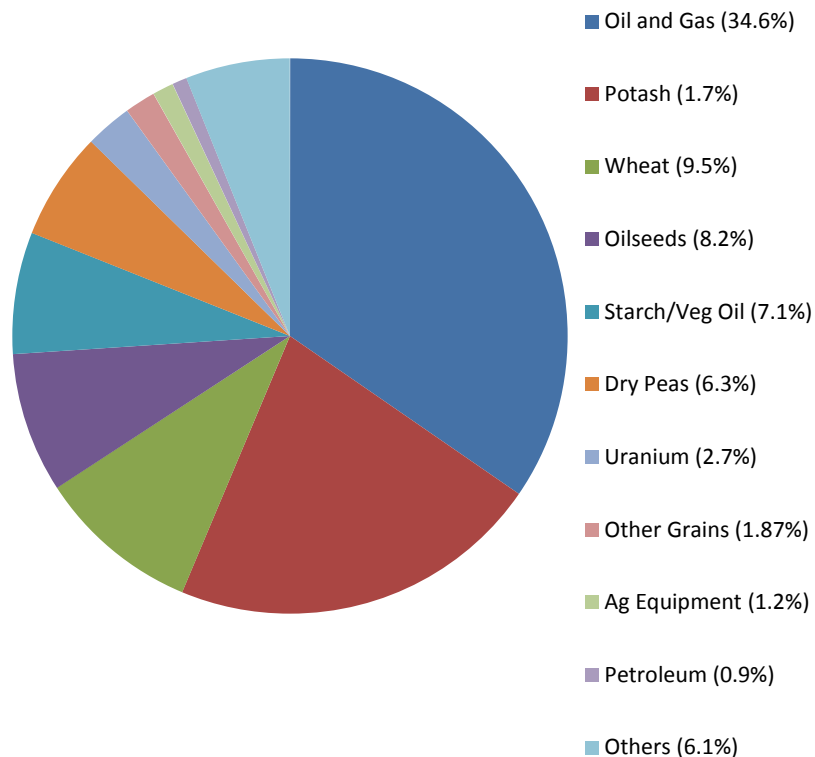


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## Top Saskatchewan Exports Abroad in 2014



Product	Value in '000 CAD
Oil and Gas	\$13,084,347
Potash	\$5,004,298
Wheat	\$4,101,672
Leguminous	\$2,731,641
Rape Seeds	\$2,564,766
Rape seed oil	\$1,290,618
Oil Cake	\$787,880
Live Bovine	\$642,143
Uranium	\$588,891
Linseed	\$379,859
Oats	\$349,571
TOTAL EXPORTS	\$35,198,046



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## Canadian Exports to Asia (Excl Mid-East) by Province in 2014

Country	Value in CAD
British Columbia	14,516,839,121
Ontario	10,531,336,751
<b>Saskatchewan</b>	<b>6,985,704,229</b>
Quebec	6,942,049,163
Alberta	6,673,683,710
Manitoba	2,470,665,143
Newfoundland and Labrador	1,141,469,050
Nova Scotia	705,232,873
New Brunswick	403,087,133
Northwest Territories	190,029,762
Prince Edward Island	137,992,262
Nunavut	4,975,606
Yukon Territory	301,501



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## Canadian Exports to Japan by Province in 2014

Country	Value in '000 CAD
British Columbia	3,686,586,714
Ontario	2,,051,297,351
Alberta	1,709,775,959
Quebec	1,211,497,856
<b>Saskatchewan</b>	<b>967,276,660</b>
Manitoba	715,070,540
Newfoundland and Labrador	216,642,331
Nova Scotia	79,576,405
New Brunswick	75,029,736
Prince Edward Island	25,618,445
Nunavut	367,663
Yukon Territory	114,971
Northwest Territories	18,240



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## Saskatchewan Exports to Japan

Year	Value in CAD
2010	\$728,637,259
2011	\$1,020,315,389
2012	\$1,181,696,177
2013	\$1,055,025,682
2014	\$967,276,660
Five year growth	32.75%





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## Top Products Exported from Saskatchewan to Japan - 2014

RANK	PRODUCT	AMOUNT IN CDN\$
1	Canola	605,847,459
2	Wheat	261,046,549
3	Barley	40,950,699
4	Malt	27,277,481
5	Alfalfa and other Forage Products	7,999,026
6	Oats	6,294,820
7	Wood products	4,209,408
8	Dry peas	3,690,431
9	Linseed	2,623,401
10	Cow colostrum	1,637,764
11	Natural Honey	1,034,932



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# Saskatchewan Seeks





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## Saskatchewan and Japan – Partnership

- Long term & established trading relationship
- Saskatchewan targets to double its export by 2020;
- Japan is the key market for Saskatchewan's future exporting growth



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## Overview of STEP

- Founded in 1996 – Provincial Trade Facilitation Organization, Saskatchewan's JETRO
- Offices in both Regina and Saskatoon with members across the province
- Over 400 members, Saskatchewan based-companies;





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## STEP Members

- Small, medium and large companies
- Existing exporters & export-ready companies;
- Offering an exportable product/service and;
- Strategy is to pursue export markets (anywhere outside of Saskatchewan)





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## Simply Put...

# STEP's Role – Export Catalyst

*We develop opportunities for interaction between Saskatchewan companies and potential partners in the international marketplace.*

- **Find National and International Business Opportunities and Sales**  
*With our Trade Development Team*
- **Mitigate Trading Risks**  
*With our Export Services Team*



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## Arranged Programs For Buyers From 29 Countries in 2013-14





## 48 Outgoing Trade Missions in 2013-14







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## ***Outgoing to Japan: 2016 Biofach Organic Expo, Food table Japan Feb. 2016***





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***Welcome to:***  
***2016 STEP Asia Trade Conference***  
***Saskatoon, July 2016***





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## STEP Online

- **STEP Blog:** Catch up on the latest events and activities of the STEP trade development teams.
- **Member Showcase:** Saskatchewan exporters listed by sector.
- **Market Reports:** Preview and purchase in-depth market reports and guides.
- **STEP Activities:** Trip reports by our trade staff and Calendar of Events detailing upcoming trade missions and events.
- **International Business Tools and Training:** Links to websites containing valuable international business information and tools.

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