

Leveraging Global Connections

Presentation for Ottawa Immigration Forum

Business Immigration Branch

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Ontario's Immigration and Trade Landscape

Immigration

- Between 2009-2013, Ontario received 40.6% of new landings to Canada.
- Over 95% of recent Ontario immigrants came from countries other than the United States.
- In 2011, ~28% of Ontario's small and medium enterprise had a majority owner or CEO born outside of Canada.

Trade

- Ontario's international exports (goods and services) are equivalent to ~34% of Ontario's GDP.
- Over 79% of Ontario's exports go to the United States.
- Ontario's top product exports include motor vehicles, metals and precious stones, machinery and mechanical appliances.
- Ontario is the largest exporting province/territory, accounting for 37% of Canada's total goods exports in 2013.

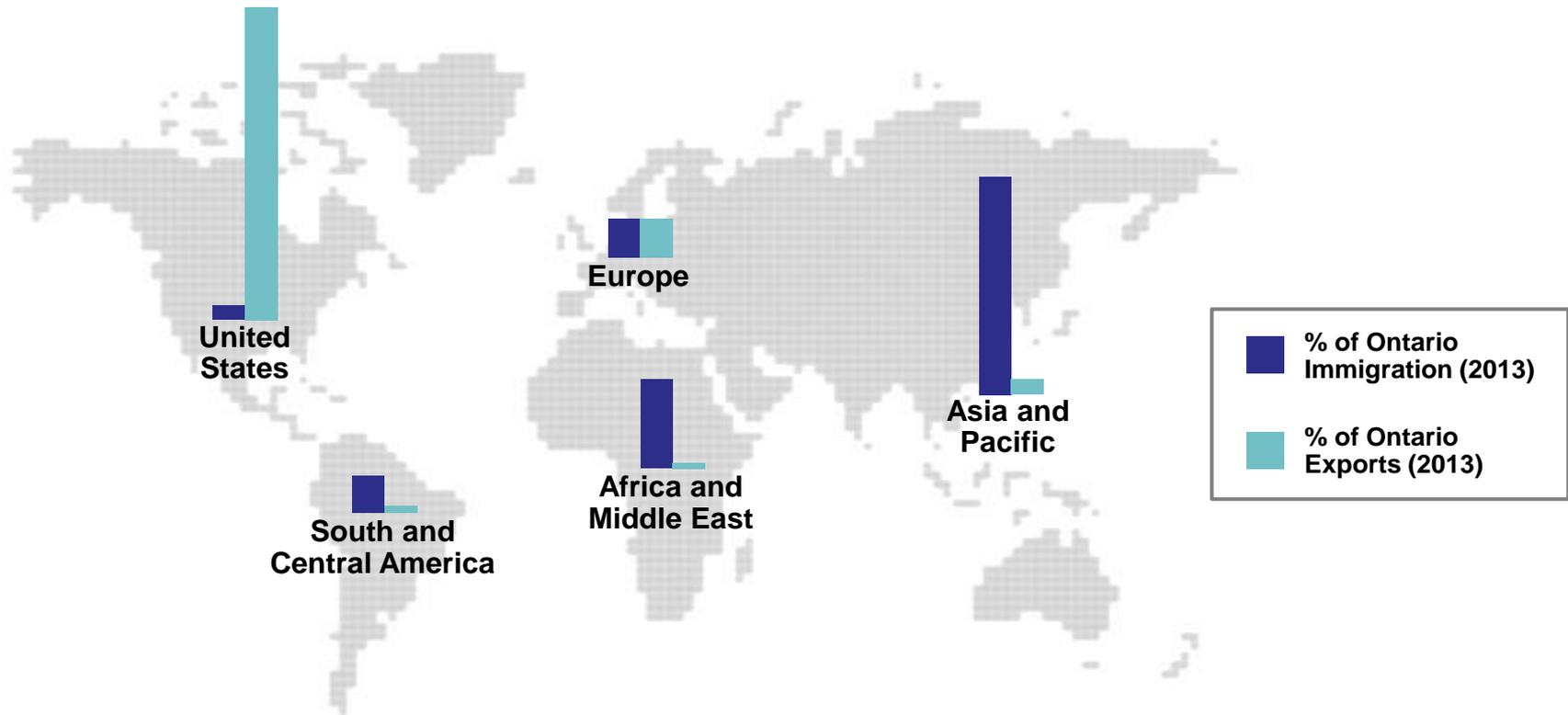
Sources: Industry Canada

Statistics Canada

Citizenship and Immigration Canada

Global Competitiveness Unit, Ontario Ministry of Economic Development, Employment and Infrastructure

Comparing Immigration and Trade in Ontario



Note: For visualization purposes only. Definitions of immigration source areas and export destination areas may differ.

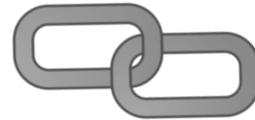
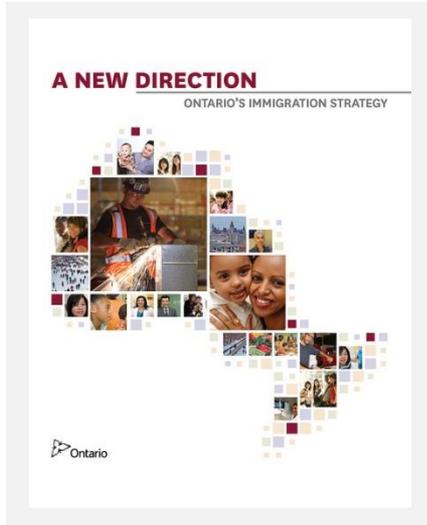
Sources: Citizenship and Immigration Canada: *Facts and Figures 2013 – Immigration overview: Permanent residents*
Ministry of Economic Development, Employment and Infrastructure: *Ontario Trade Fact Sheets*

Shifting Economic Tides

- The global economy is increasingly dynamic, requiring Ontario to explore new and innovative approaches to maintaining our global competitiveness.



Bridging Strategy Objectives



Ontario Immigration Strategy (Launched 2012)

- Leveraging the global connections of our diverse communities.
- Growing a globally-connected economy.

Going Global Trade Strategy (Launched 2013)

- Diversifying Ontario's export markets.
- Increasing Ontario's exporters.

Growing Economic Importance of Immigration

The global connectivity of Canada's highly international population will be an essential ingredient in its continued prosperity...Canada's immigrants give it a distinct advantage in establishing and accessing global markets and trade networks.

- Final Report, Ontario's Expert Roundtable On Immigration

Immigrants have an important role to play in Ontario's export agenda...[they] are central to help Ontario boost exports to fast-growing emerging markets.

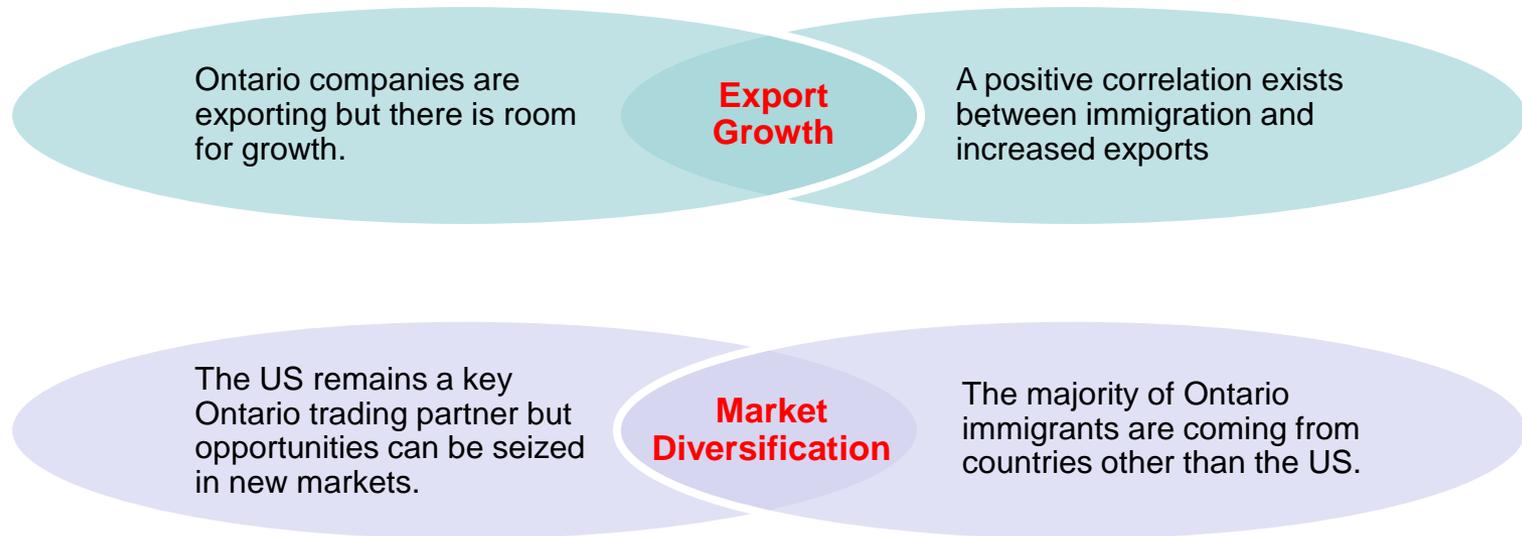
- 2015 Scorecard on Prosperity, Toronto Region Board of Trade

Diaspora networks are playing a larger role in the global economy. Recognizing and acting on this trend should be part of a thoughtful policy response to the shifts in the global economy and immigrants' declining economic outcomes.

- Diaspora Nation, Mowat Centre

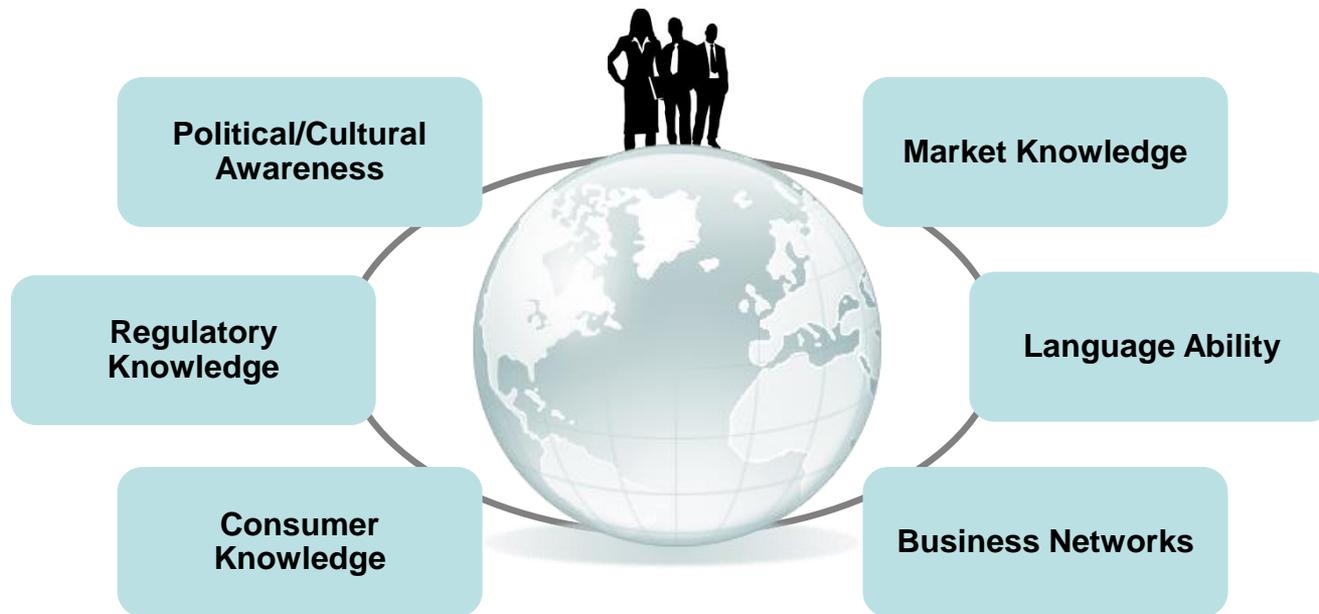
Leveraging Ontario's Diaspora Networks

- The size, diversity and maturity of Ontario's immigrant communities has reached a critical mass. Unlocking the full potential of these diaspora networks represents a competitive advantage for businesses.
- In a global economy, these diaspora networks present **new opportunities** for Ontario:

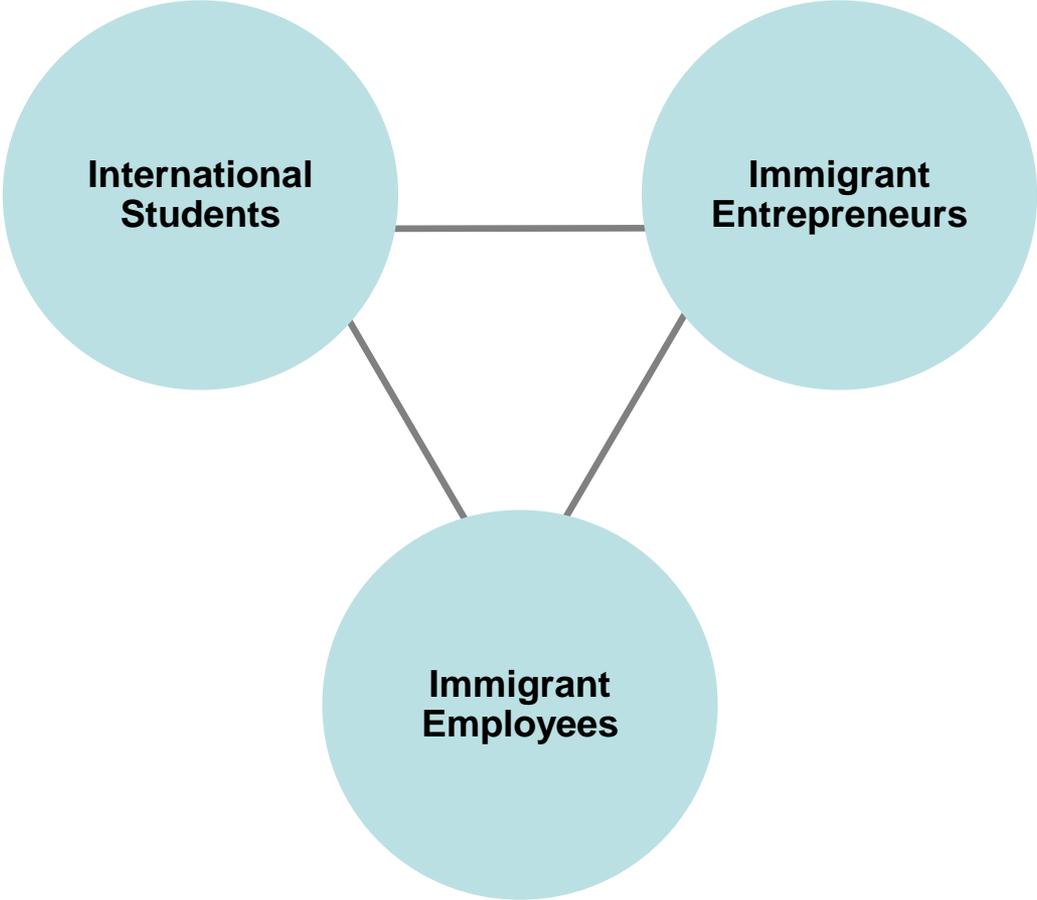


Doing Business With the World

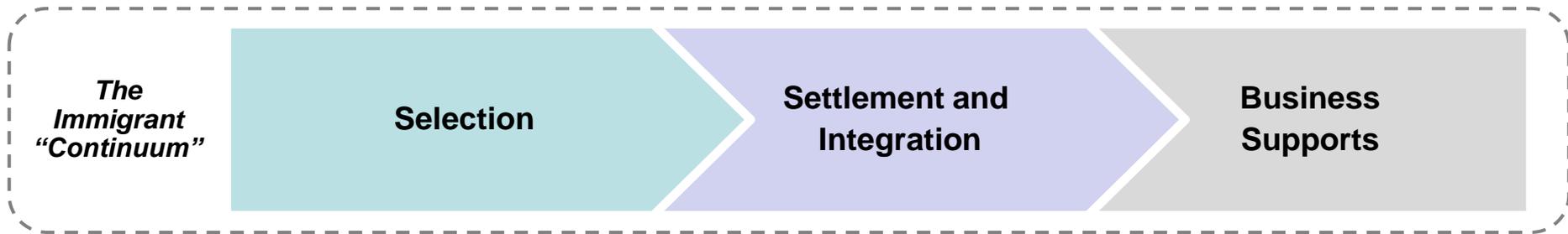
- Diaspora networks can help to decipher and open channels to foreign markets, making access easier for Ontario companies.



Key Target Groups



Adopting a Trade Lens in Ontario's Immigration



Trade Lens



- Growing provincial capacity to connect with a variety of international markets.
- Selecting those immigrant entrepreneurs who can grow and/or strengthen Ontario's export activities.

- Economically integrating immigrants, enabling them to transfer and circulate international knowledge.
- Helping to connect immigrant entrepreneurs with the exporting community.

- Helping businesses exporting or seeking to export tap into the international knowledge of immigrants.
- Directly supporting immigrant entrepreneurs with their export activities.

Recognizing Foundational Barriers

- Any effective strategy to link immigration and trade must recognize the need to address foundational barriers facing immigrants and exporters. Ongoing efforts to overcome these barriers will strengthen the foundation upon which Ontario can leverage its diaspora networks to grow and strengthen international trade.

Integration/Settlement Barriers

- Lack of Canadian work experience
- Discrimination
- Lack of job information
- Foreign credential recognition
- Language barriers
- Lack of licensure in Canada/Ontario
- Lack of resources for entrepreneurs

Trade Barriers

- Lack of resources/experience
- Cost of market entry
- Economic risk and political instability
- Regulations and non-tariff barriers
- Global economic shocks
- Lack of transportation infrastructure
- Lack of distinctive Ontario branding

Where We Want to Go

- There is no “silver bullet” approach to unlocking the potential of Ontario’s diaspora networks.
- An extensive immigrant and trade support network already exists in Ontario. Finding ways of leveraging these existing resources will be key to an effective strategy.
- Collaboration and cooperation will be essential to maximizing the potential of Ontario’s diaspora networks.
- MCIIT is turning to businesses and service providers to shape, scope out and support relevant initiatives.

THANK YOU!