# LCCI Webinar:

# Exploring Market Entry Opportunities for Doing Business in Canada

# Tuesday 16 June 2026

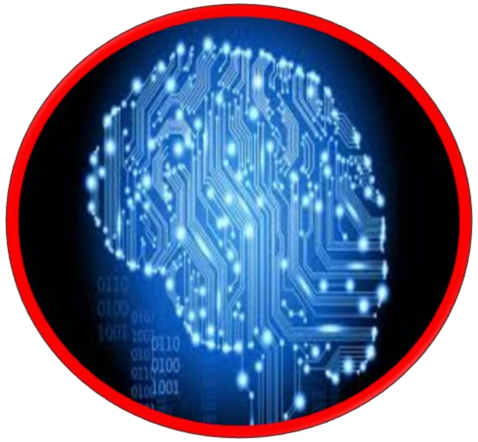
# 2.30pm - 3.30pm

**Claudio Ramirez**
**Head, Science, Tech and Innovation**
**High Commission of Canada to the UK**

# WHAT DO YOU THINK OF WHEN I SAY CANADA?

# BUT DO YOU THINK OF THIS?





# WHAT DO YOU THINK OF WHEN I SAY CANADA?

lululemon

CANADA GOOSE® ARCTIC PROGRAM

ARC'TERYX

ALDO

CIRQUE DU SOLEIL.

shopify

# CANADA - 101

# CANADA – A FEDERATION

# WHY CANADA?

- Trusted Partner with Shared History and Common Values
- Sound  Economic Fundamentals
- Ease of Doing Business
- Strong Innovation Partner
- Gateway to North American Market

# CANADA-UK BILATERAL RELATIONSHIP

The Commonwealth

G7

# CANADA-UK BILATERAL RELATIONSHIP

# Canada-UK Joint Statement – June 15, 2025

**Trade**

**Artificial Intelligence**

**Semiconductors**

**Biomanufacturing**

**Quantum**

**Civil Nuclear**

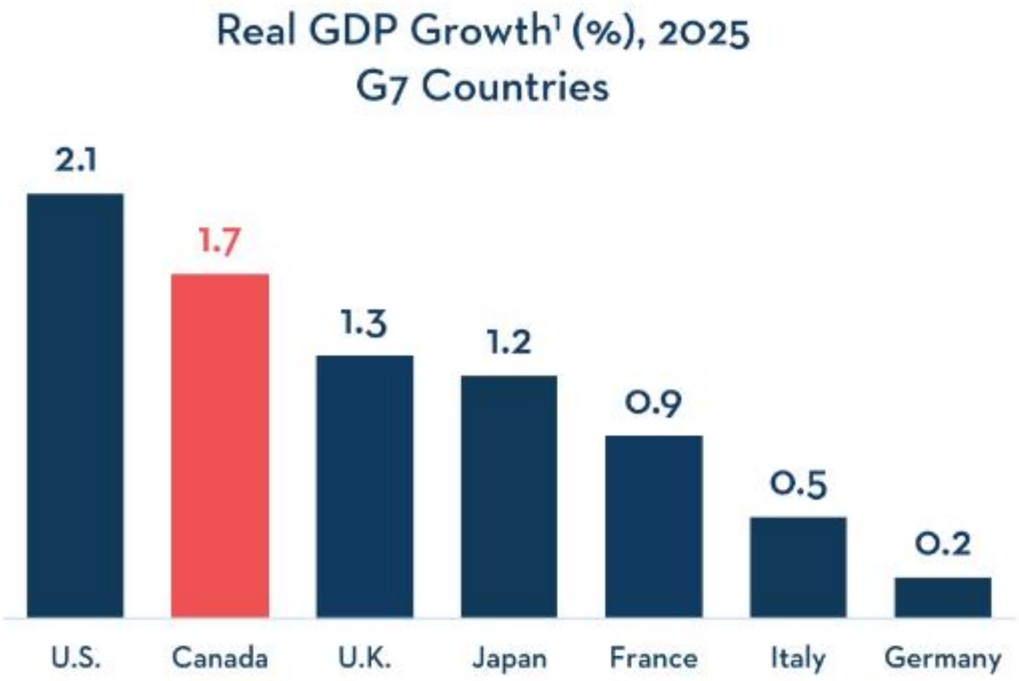
**Digital**

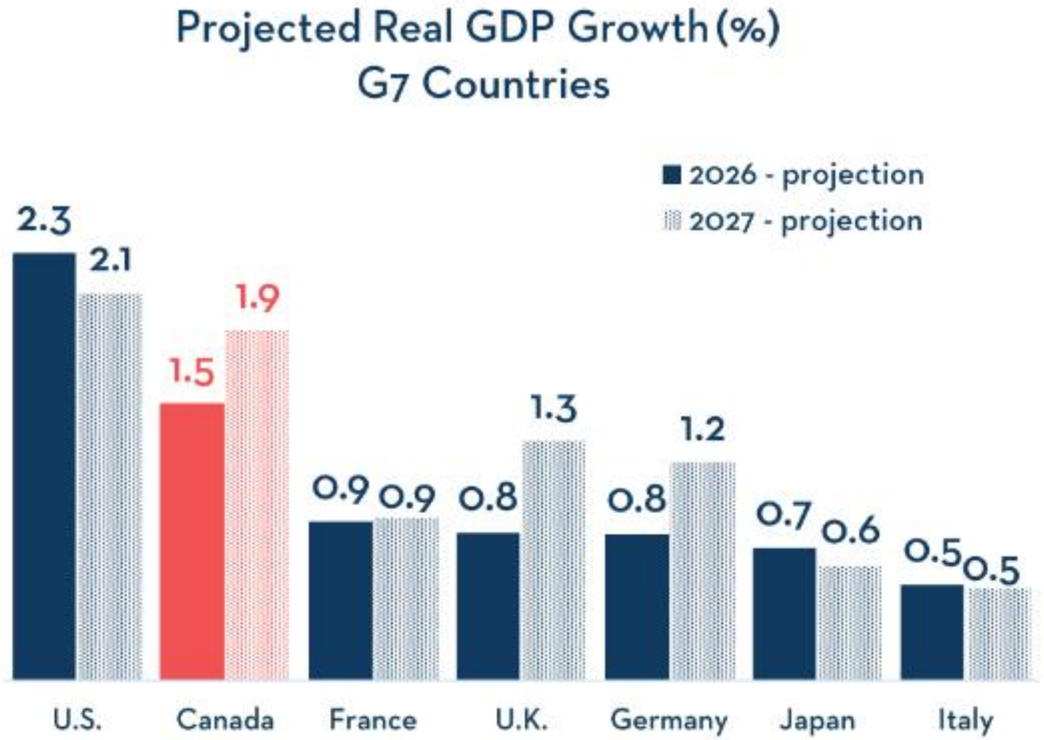
**Critical Minerals**

*'The Canada-UK partnership, rooted in a common history and enduring people-to-people ties, continues to grow stronger, with a focus on delivering prosperity and security for the working people of Canada and the UK alike.'*

- Joint statement by Prime Minister Carney and Prime Minister Starmer, June 15, 2025

# SOUND ECONOMIC FUNDAMENTALS



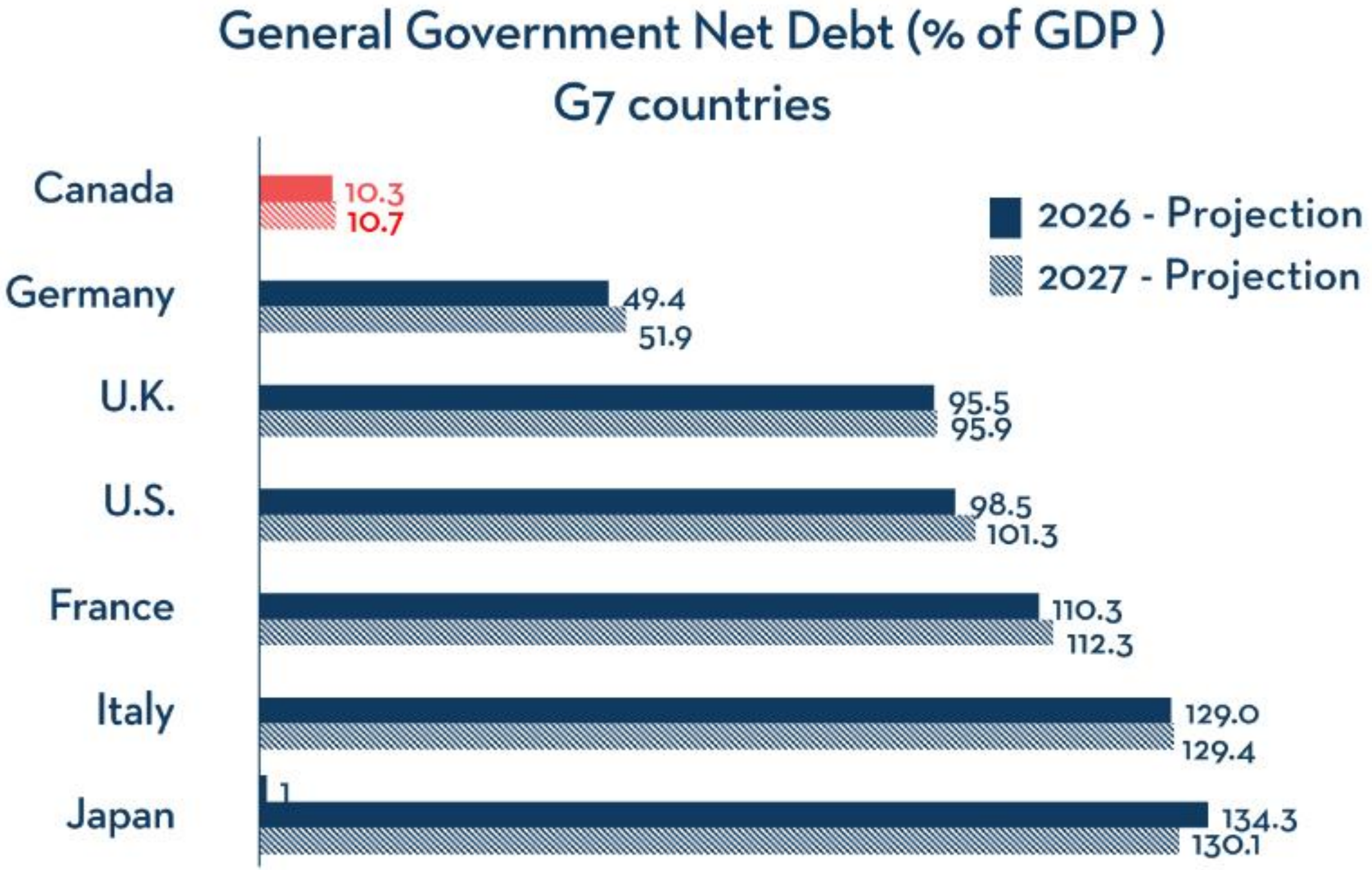




[1] Real GDP (gross domestic product) is an inflation-adjusted measure that reflects the value of all goods and services produced by an economy in a given year.
Source: IMF, World Economic Outlook, April 2026

# STRONG FISCAL POSITION

**Canada has a strong fiscal position**

- It has held the lowest net debt position in G7 for 20 years (10.2% in 2025).
- Despite extraordinary spending from 2020-2024, Canada is expected to have the lowest net debt to GDP ratio of G7 in 2026 and 2027.
- Canada and Germany are the only two G7 economies rated AAA, a marker of strong investor confidence which helps keep our borrowing costs as low as possible.



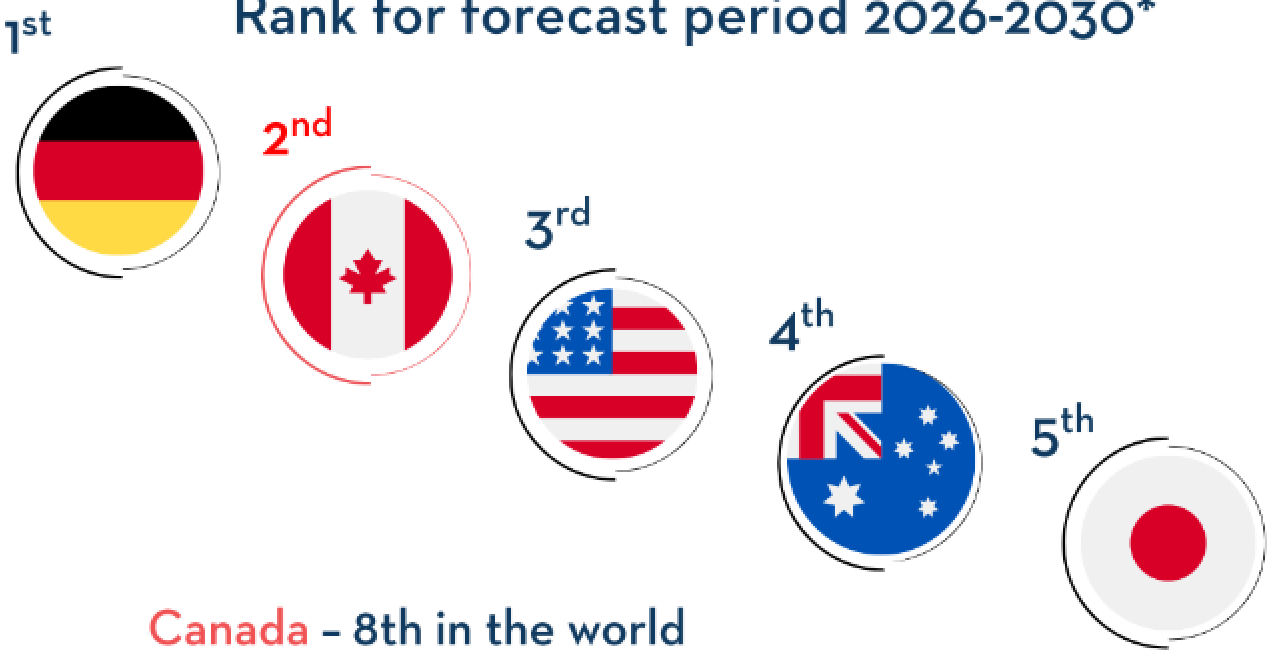

NOTE : General government net debt includes net debt of central, state and local governments.
Source: IMF, World Economic Outlook, April 2026, Finance Canada, Budget 2025

# EASE OF DOING BUSINESS

Canada's business environment is simple to navigate

- Canada ranked 4th among G20 countries for the least complex jurisdiction for conducting business**

## Favourable Business Environment, top G20 countries
## Rank for forecast period 2026-2030*




Canada – 8th in the world
Among top 10 in the world for over 15 years

* Business environment rankings are based on policies related to competition, private enterprise, foreign investment, trade and exchange controls, taxes financing, the labour market, infrastructure and technological readiness.

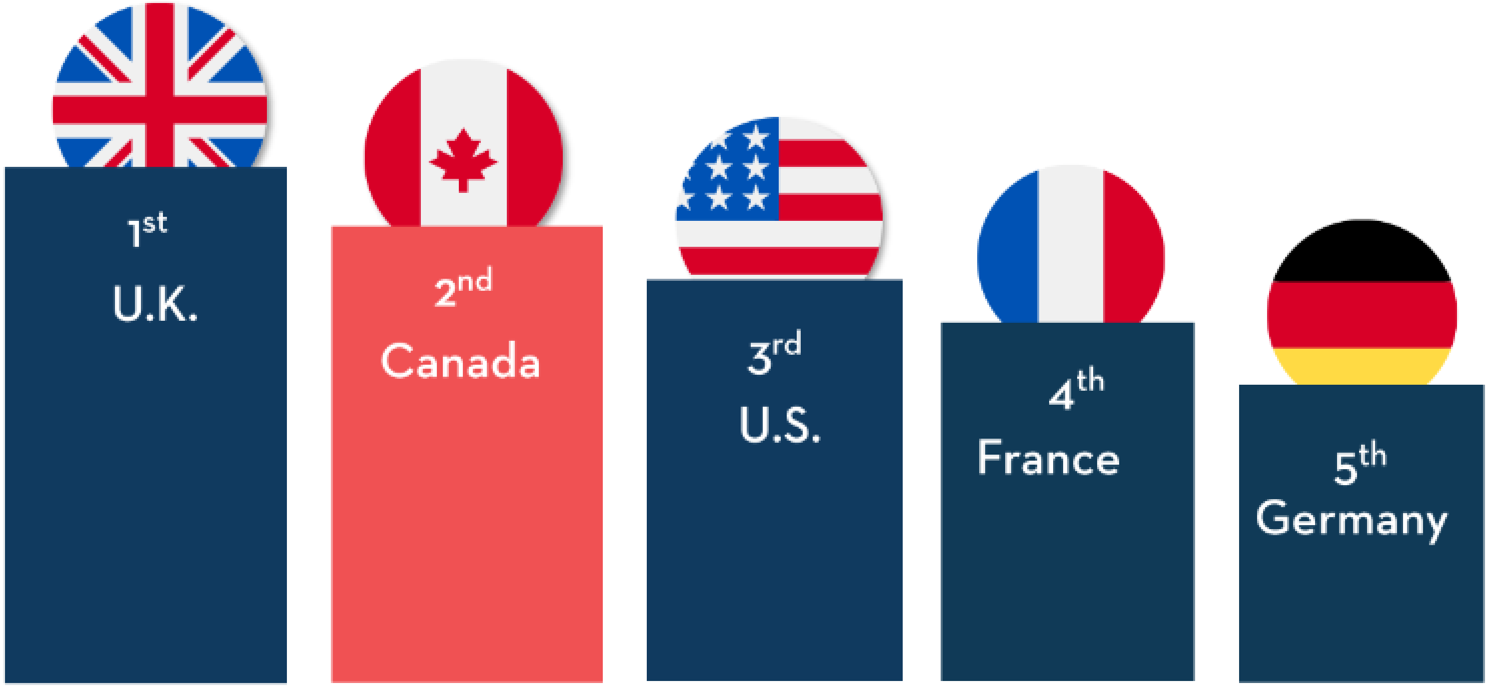
# STARTUP, SCALE AND STAY

## IN CANADA, ENTREPRENEURS HAVE GREAT EASE IN STARTING A BUSINESS

Canada ranks 6th among G20 countries

- The ease of starting a business is measured by the proportions of adults in each economy who strongly agree that it is easy to start a business.

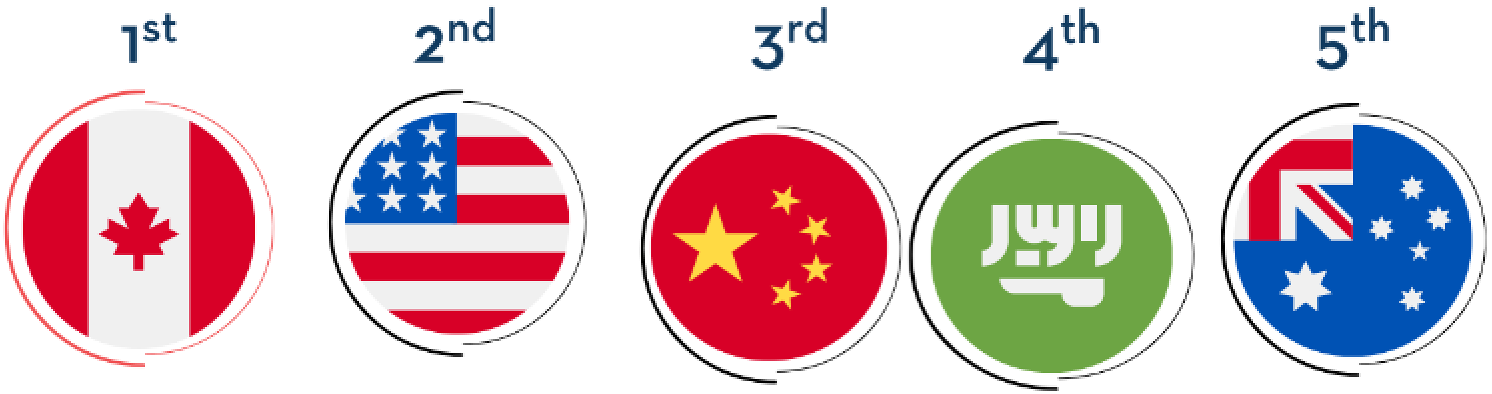
Ranking based on the easiness to start a business 2025 (G7 countries )



# BEST BUSINESS ENVIRONMENT

- The 1st place rank of Canada among G20 countries is due to its good rank on the 4 main sub-indicators of the Index:
  - Economic performance : 5th
  - Government efficiency : 1st
  - Business Efficiency : 2nd
  - Infrastructure : 1st

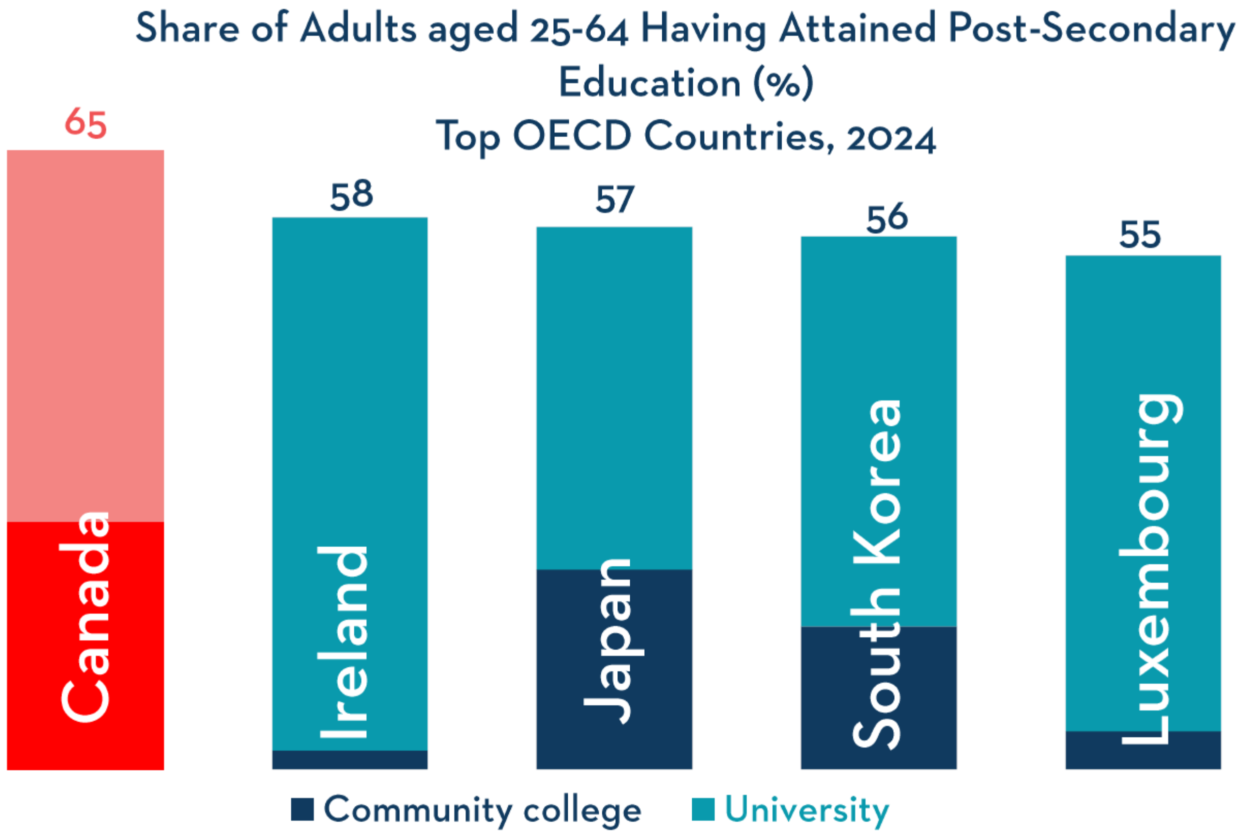
IMD World Competitiveness Index
Top Five G20 Countries



# TALENTED LABOUR FORCE

## Canada's talent pool: most educated among OECD countries

- Over 60% of Canadians aged 25-64 attained post-secondary education.
- 2026 edition of Quacquarelli Symonds World University Rankings places three Canadian universities among top 40 in the world out of over 1,000 universities:
  - McGill University (27th)
  - University of Toronto (29th)
  - University of British Columbia (40th)




Source: Quacquarelli Symonds World University Rankings, 2026 (Published June 2025) and OECD, Education at a Glance, September 2025

# GATEWAY TO GLOBAL MARKETS

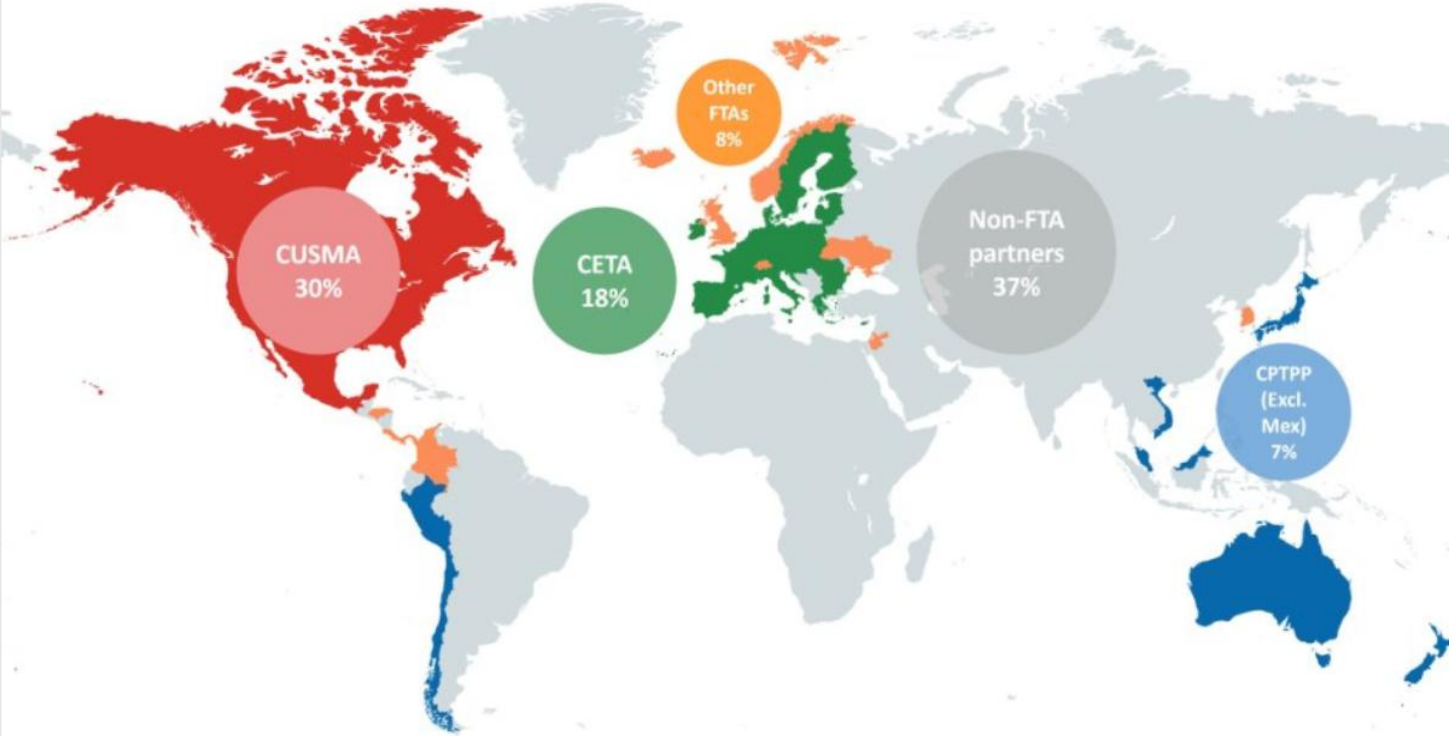
**Canada's 15** free trade agreements provide for preferred market **access to:**

- 51 partner countries
- 1.5 billion consumers
- over US$67 trillion of global GDP

Canadian businesses & consumers benefit from lower product prices through tariff savings :

- For example, under CETA, an estimated $1,207 million were saved through reduced tariffs in 2024 alone, of which $249 million came from tariff savings on Canadian exports to the EU and $958 million from Canadian imports from the EU.

**Share of Global GDP of Canada's FTA Partners in 2024**

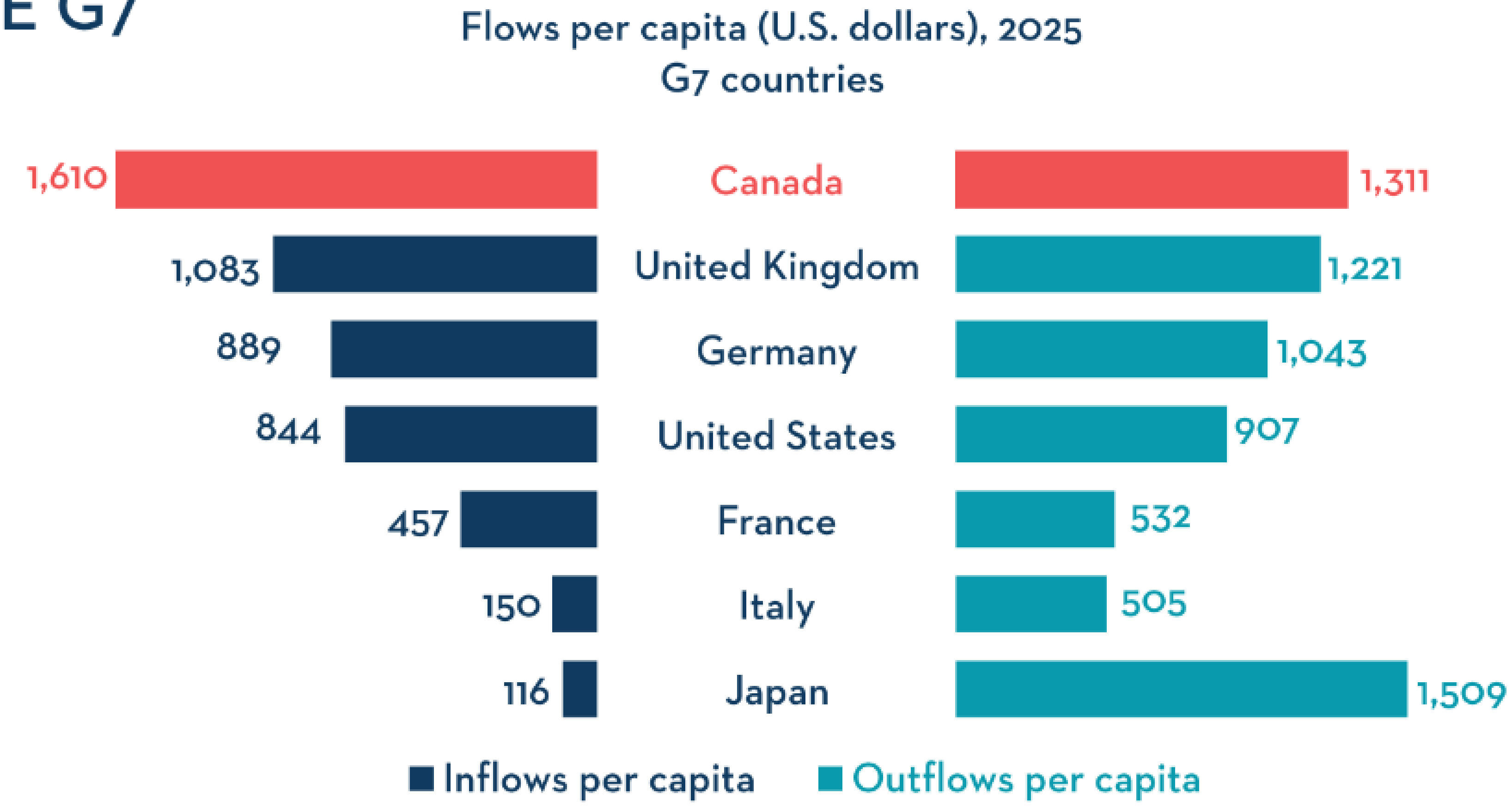



Sources: IMF World Economic Outlook, October 2025

# GATEWAY TO THE UNITED STATES

# FOREIGN COMPANIES RUSH IN

## IN 2025, CANADA RECORDED THE HIGHEST FDI INFLOWS PER CAPITA AND THE SECOND HIGHEST FDI OUTFLOWS PER CAPITA IN THE G7

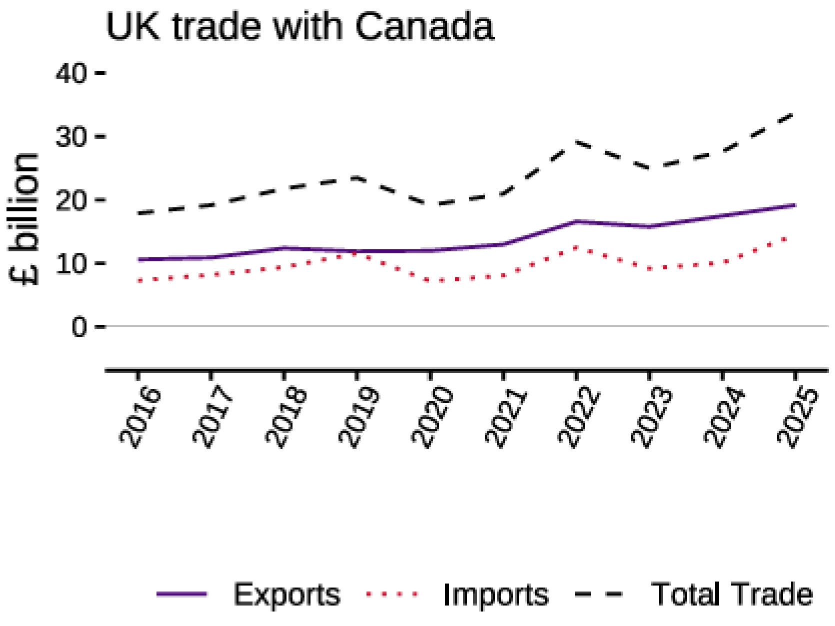



Sources: OECD, FDI in figures, April 2026 and IMF, World Economic Outlook, April 2026

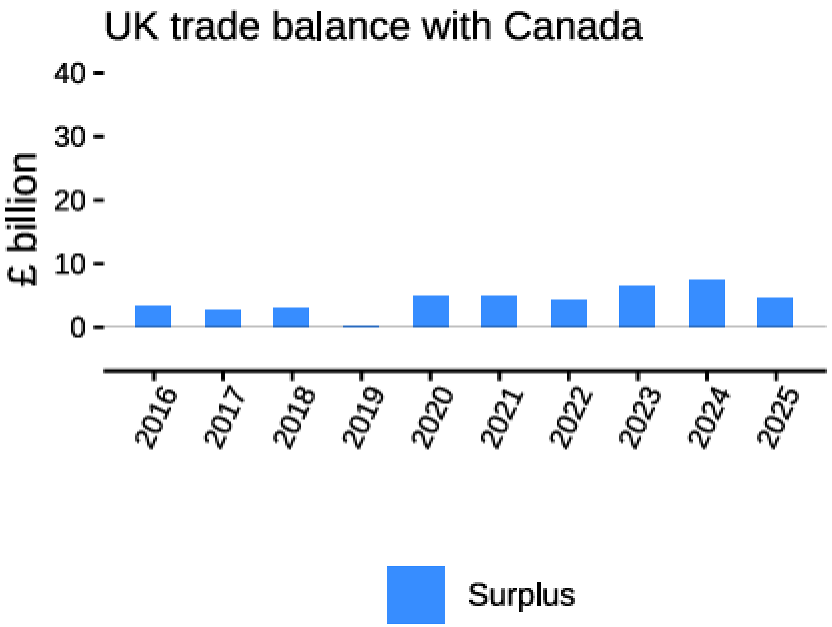
# Comparisons

| Canada | | The United Kingdom |
|---|---|---|
| Canada was the world’s 10th largest economy in 2025 with a GDP of $2.23 trillion USD | | The UK was the world's 6th largest economy in 2025 with a GDP of $3.96 trillion USD |
| Population: 41,533,305 | | Population: 69,888,293 |
| Canada’s GDP per capita for 2025 was $55.8K USD | | The UK’s GDP per capita for 2025 was $57.6K USD |

# UK Imports and Exports to and from Canada (Last Decade)




Source: ONS, UK trade in goods and services, Q4 2025

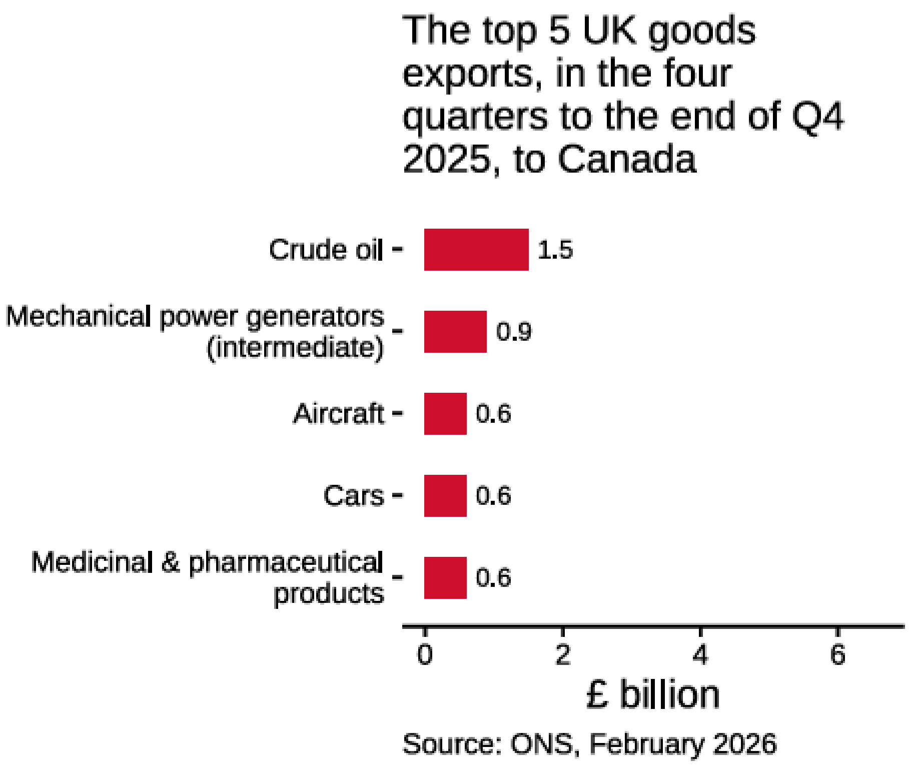


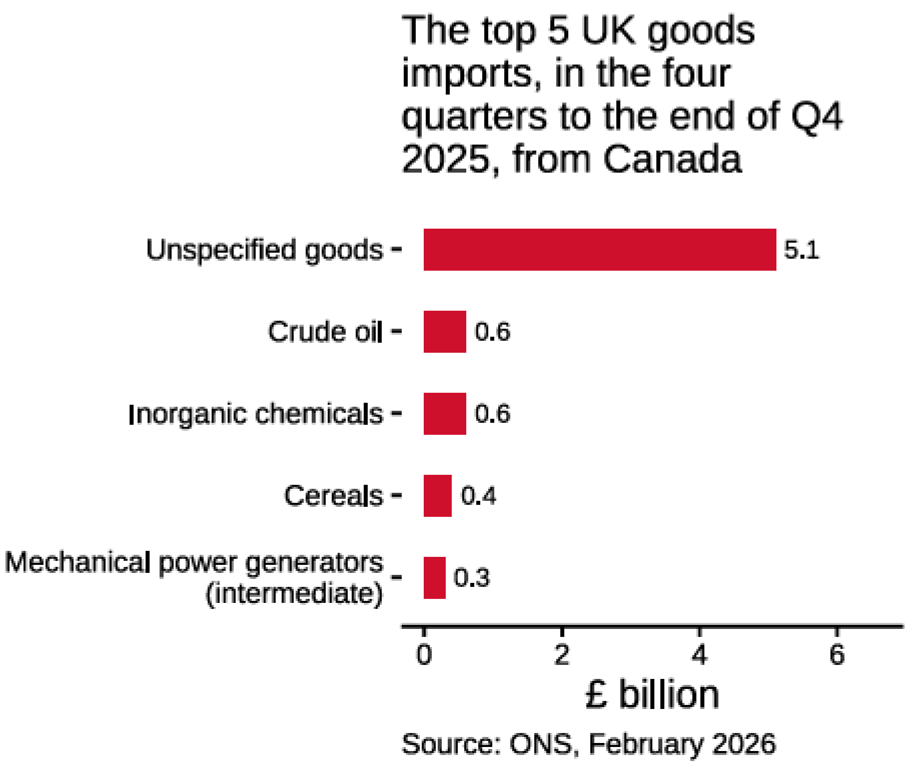
# UK Imports and Exports to and from Canada 2025

- Total UK exports to Canada amounted to £19.2 billion in 2025 (an increase of 9.6% or £1.7 billion compared to 2024);
- Total UK imports from Canada amounted to £14.5 billion in 2025 (an increase of 43.4% or £4.4 billion in current prices, compared to 2024).

| Trade | Value in the four quarters to the end of Q4 2025 |
|---|---|
| **Total trade** | £33.7 billion |
| Ranking out of all the UK's trading partners | 16th |
| **Total UK exports** | £19.2 billion |
| Ranking out of all the UK's export partners | 13th |
| UK exports of goods (percentage of total UK exports to Canada) | £7.5 billion (39.1%) |
| UK exports of services (percentage of total UK exports to Canada) | £11.7 billion (60.9%) |
| **Total UK imports** | £14.5 billion |
| Ranking out of all the UK's import partners | 17th |
| UK imports of goods (percentage of total UK imports from Canada) | £9.7 billion (66.5%) |
| UK imports of services (percentage of total UK imports from Canada) | £4.9 billion (33.5%) |

# UK Imports and Exports to and from Canada (2025)



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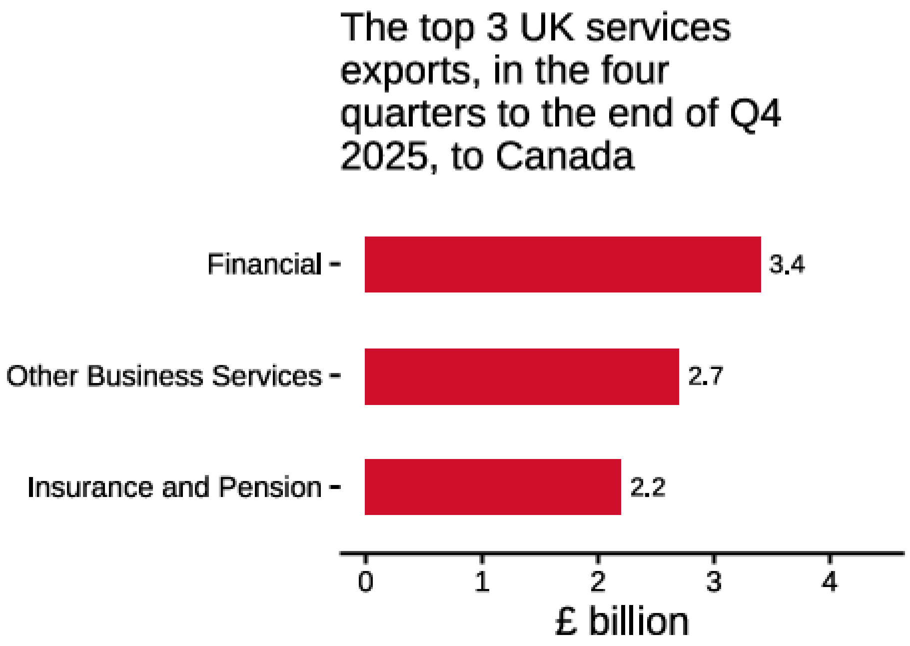
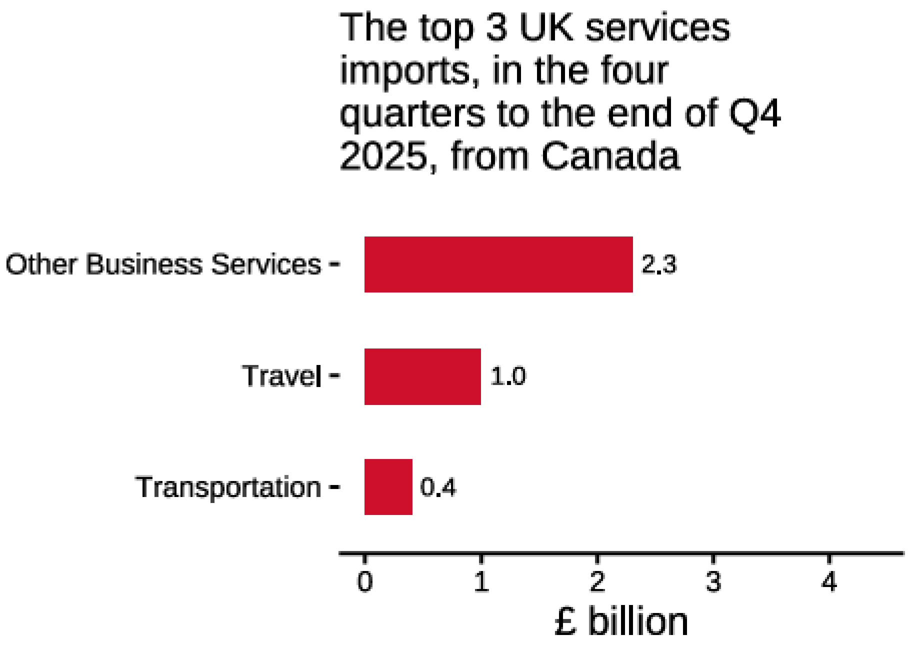


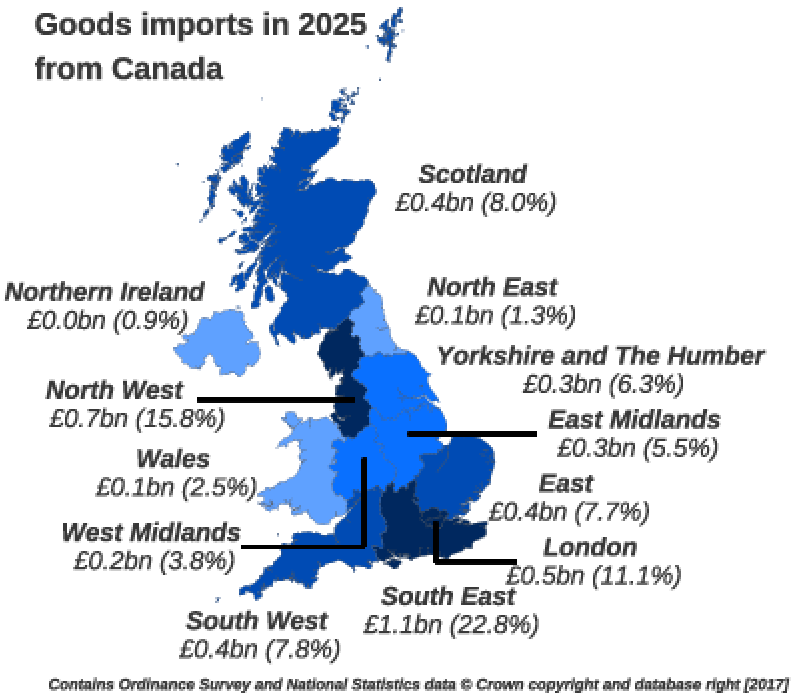

Source: ONS, Q4 2025




Source: ONS, Q4 2025

# UK Imports and Exports to and from Canada (2025)


Source: HMRC RTS, Q4 2025



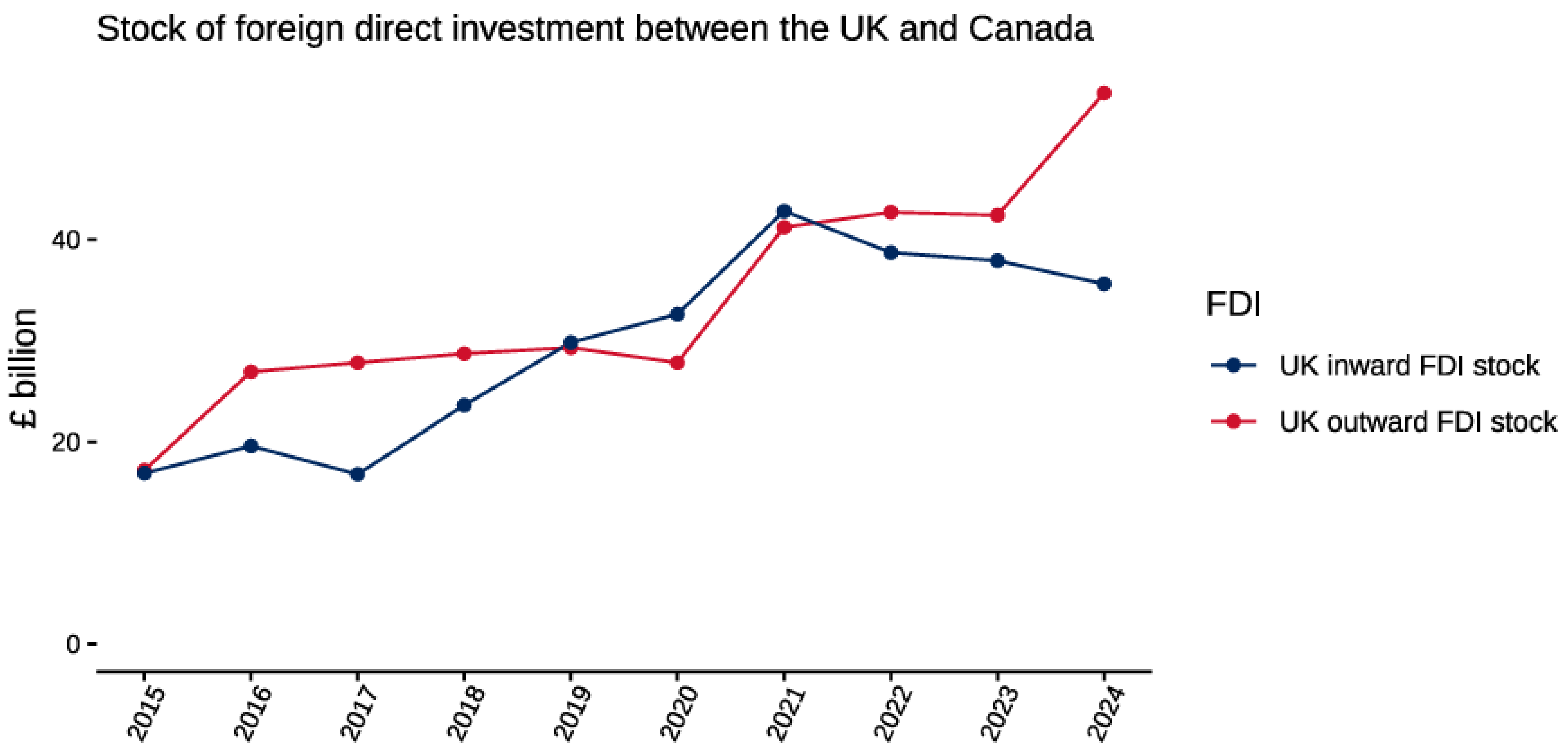

Source: HMRC RTS, Q4 2025

# UK Investment Relationship with Canada

- At the end of 2024, the stock of FDI from the UK in Canada was £54.5 billion, 28.5% or £12.1 billion higher than the end of 2023.

- At the end of 2024, the stock of FDI from Canada in the UK was £35.6 billion, 5.9% or £2.3 billion lower than the end of 2023.

# UK Investment Relationship with Canada (last decade)




Source: ONS, 2024 FDI main release . Data are on a directional basis, data suppression can cause breaks in the trends.

# BUSINESS OPPORTUNITIES

- Canada has a highly developed and competitive market with similar business practices to the UK. Its strong business and sophisticated  consumer base is sensitive to both price and quality. Bringing something new or different are often seen as the keys to success.
- UK products and services have a strong reputation for quality. UK businesses are respected in Canada, and they are recognised for long-term market experience and thought leadership.

# BUSINESS OPPORTUNITIES

- **Food & Agriculture** – The Canadian market offers opportunities for UK food exporters, particularly in the beverages, premium and organic product categories (cheese is restricted). here is also demand for religious, snack and convenience foods. This diverse market offers a wide range of opportunities for UK business to enter the market.
- **Technology & AI** – Canada's demand for digital transformation and secure, scalable AI solutions aligns well with UK's strengths and mid-market tech innovation
- **Mining / Critical Minerals** – Canada is seeing surging demand for secure, ESG-compliant sources of lithium, nickel, cobalt, graphite, and other critical minerals, and is investing to supply trusted partners. This provides opportunities for UK service providers to feed into those value chains
- **Clean Energy & Sustainability** – Canada is looking for UK cleantech firms—including those in carbon capture, water, and long-duration energy storage—with proven, scalable solutions
- **Advanced Manufacturing** – Canada's auto, aerospace and defence sectors have a huge appetite for high-performance, sustainable manufacturing inputs—such as green steel, composites, and additive manufacturing—creates strong demand for UK innovations
- **Infrastructure** - The Canadian government continues to plan widespread public infrastructure improvements. This presents opportunities for UK businesses to enter a market with a reliable pipeline of opportunities.

# ADVICE TO UK EXPORTERS

- Entering new markets is an investment that requires time, energy and capital
- Leveraging partners to identify the right markets, develop entry strategies, and build networks maximizes your return on investment
- Different sectors require varied approaches – developing the right strategy that aligns with your capabilities and strengths pays off in the long run

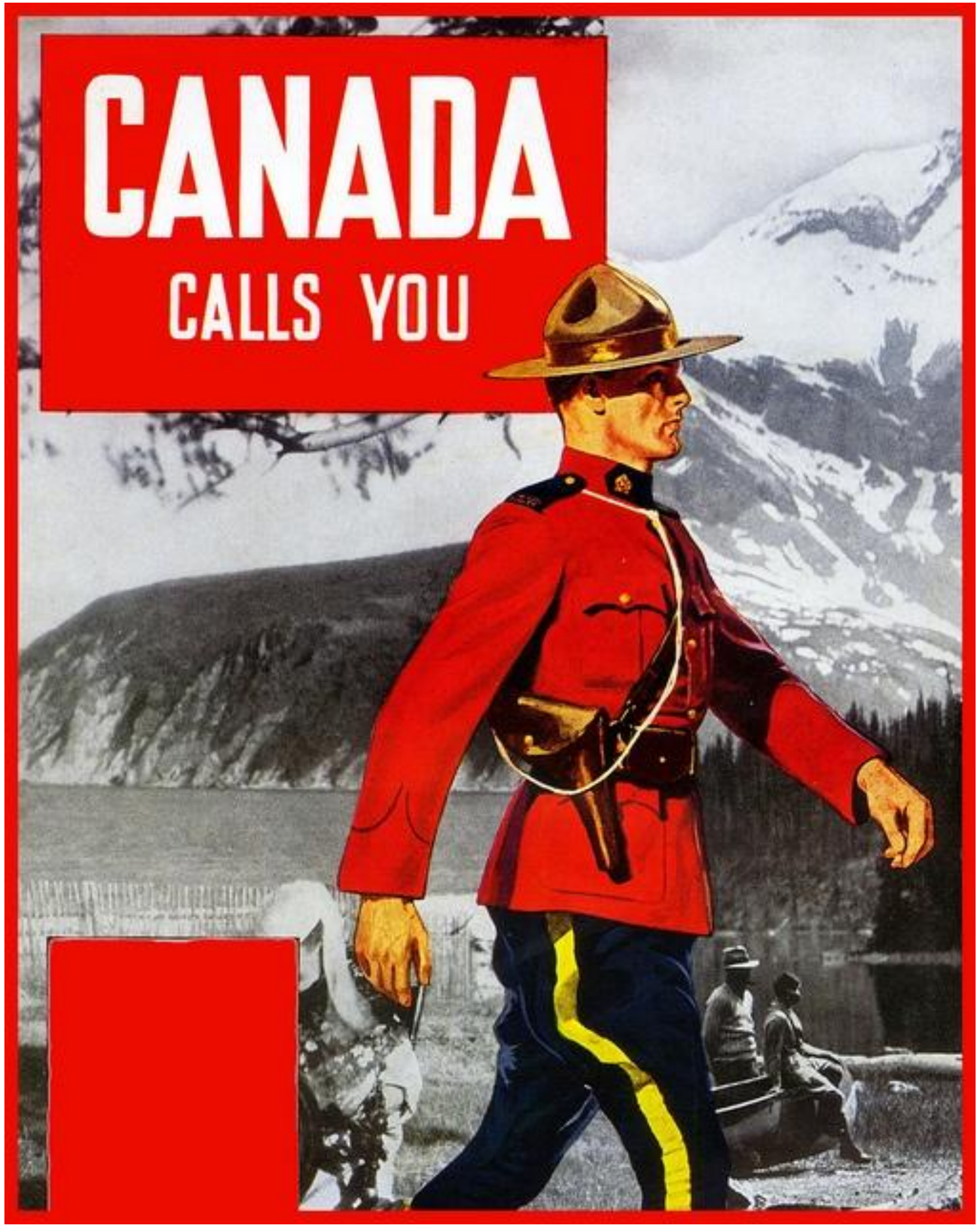
# Trade Portfolio Partners

Export Development Canada (EDC) / UK Export Finance

British Business Bank (BBB) / Department of Business and Trade (DBT)

Invest in Canada (IIC) / Canadian Trade Commissioner Service (TCS)

Canada-UK Chamber of Commerce / Partners at all levels of government


CANADA
CALLS YOU

# THANK YOU!

# We are the Canada - UK Chamber of Commerce

*Nigel Bacon*

*CEO*

- Bilateral Chamber between Canada and the UK
- Coordinating business activities between Canada and the UK
- Facilitating meaningful business connections
- Helping businesses grow in Canada and the UK








# Overview

1 of 40+ bilateral Chambers in the UK


The Chamber has facilitated bilateral business relationships for **over 100 years**

**320+** corporate members

Based in London inside **Canada House,** Trafalgar Square

Members based across **UK / Canada**

CHAMBERS OF COMMERCE IN THE UK · COUNCIL OF FOREIGN · CF CC

A founding member of the **Council of Foreign Chambers of Commerce**


Over **50+** webinars and in person events per year

**14** event forums

# Membership Benefits

### Access to a developed network

- *Contact members directly*
- *2000 Member contacts*

### Access to 50+ networking events annually

*Breakfast briefings, launch events, workshops, lunches, dinners and evening networking receptions*

### Trade referrals/ Introductions

*Introductions to other members of the Chamber and business referrals*

### Contribute to a bi-weekly newsletter

*Gain brand exposure to new networks by showcasing your expertise*

### Business support services

- *Introductions for soft landing advice*
- *Legal and tax updates*
- *Market reports*
- *Event support/ HR*

### Hear from Influential leaders

*Hear from influential international businesses, thought leaders and leading politicians from Canada and the UK*

### Contribute to a Forum

*Chambers corporate members are drawn from a wide variety of sectors, and we operate a total of 14 forums*

### Co-hosting, sponsorship and speaking opportunities

*Address the Chamber network at an or via an event*

### Promotion opportunities

- *Eshots*
- *Member to member offers*
- *Listing in directory*
- *Sponsorship*

### Publications

- *Success Stories*
- *Directories*

# Canada's Economic Priorities 2026

## 2026 prioritie s

*Drive Business investment*
- *Improve Productivity*
- *Address Cost of living crisis*

## Canada Strong Fund launched

*Sovereign Wealth / Infrastructure investment*
*$25bn for national projects & trade diversification*

## Trade Diversification

*Expand markets globally*
*Reduce reliance on US*
*Opportunity re the UK*

## Housing

*$7bn+ of low-cost loans*
*Increase supply*

## Productivity

- *Whole-of-Government Competition Plan*
- *Tax breaks eg re*
- *Employee Ownership*
- *Trust*

## Defence & Security

*$100m+ funding of new Defence Investment Agency –stand-alone entity; modernise infrastructure; support global supply chains*

## British High Commission in Canada

*Rob Tinline - HC*
*David Prodger –DHC*
*Emily Addison –DBT Country Director Cda*

## Trade agreements

- *The TCA –eliminates 98% tariffs on goods (like CETA)*
- *CPTPP accession of UK*

## Trade opportunities

*Infrastructure & public procurement*
- *Green tech & ESG*
- *Food & drink*
- *Services –finance, legal*
- *Aerospace*

## USMCA renegotiations

*Formal review process starts 1 July; priority to seek relief from US tariffs on steel, aluminum, automobiles…*

# UK Exports to Canada

### Total UK exports

£17.6bn to Canada (yr ending Q1 2025)

- 12th largest UK export market
- 2% of total UK exports

### Canada / UK strong ties

G7, G20, Five Eyes, NATO & Commonwealth members

### Federal state

- Business in Canada is subject to federal and provincial or territorial laws

### Market similarities

Similar business practices to the UK

### Business languages

- English & French

### UK Goods exported (Q2 2025)

Power generators £598m;
Cars £597m
Aircraft £546m;
Crude oil £530m;
Non ferrous metals £502.5m

### UK Services exported (Q1 2025)

£10.6bn total services

https://www.business.gov.uk/export-from-uk/markets/canada/

### Canada Border Services Agency

Step-by-step guide to importing:
https://www.cbsa-asfc.gc.ca/import/guide-eng.html

### Latest Trade barriers in Canada

- https://www.check-international-trade-barriers.service.gov.uk/barriers/?resolved=0&location=ca

### Double Taxation Agreement

The same income is not taxed twice

VAT: can zero-rate the sale of your goods to Canada

# Upcoming events

- *24 June Canada-UK Business Summit in London*
- *26 June Chamber Pancake breakfast at Canada House*
- *30 June Immigration & Tax evening*
- *8 Sept Half day on Nuclear sector at Canada House*
- *21 Oct Evening reception during London Metal Exchange Week*
- *12 Nov Canada-UK Business Summit in Toronto*
- *19 Nov Chamber Gala dinner at the Guildhall, London*
- *11 Dec Chamber Christmas lunch in London*

# Contact details:

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@ Canadaukchamber

www.canada-uk.org

# Exploring Market Opportunities in Canada

How to reach Canadian customers efficiently with the right shipping approach.

June 15, 2026



At the date of this publication, policies are evolving. This presentation is for informational purposes only.

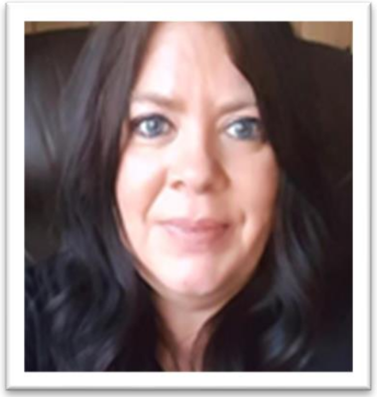
It does not constitute legal advice - please consult with your own legal counsel for such advice.

Do not rely on this information without performing your own research.

# UPS Experts Are Here to Answer Your Questions

**Joe Schroeter**

UPS Marketing Manager, Canada



**Joy Palmer**

UPS Compliance and Brokerage Manager, Canada

**Sarah Bell**

UPS Public Affairs Director, UK


# The CA Export opportunity: targeted, high-margin sector entry

## Traditional UK Export Sectors

Large industries like aerospace and pharmaceuticals provide a stable export foundation but show limited growth.

## Growth in Niche SME Sectors

SMEs in premium niches like boutique apparel and specialized electronics drive new export growth with high margins.

## Services vs Goods Export Trends

Services dominate UK trade surplus, while goods exports focus on selective, high-value niches.

## Strategic Implications

SME exporters need tailored logistics and support to scale internationally and succeed globally.

# UK–Canada Trade Agreement

## Shipping, Customs Simplification and Supply Chain Benefits


| Benefit Area | Practical Advantage for UK Exporters |
|---|---|
| **Tariffs** | Up to 98% of goods eligible for zero or reduced Canadian import duties |
| **Competitiveness** | Lower landed costs improve pricing versus non-FTA competitors |
| **Market Access** | Preferential entry to a large, high-income G7 market |
| **Certainty and Logistics Predictability** | Continuity of CETA-style rules post-Brexit. Greater predictability and lower compliance risk. |
| **Origin Declarations** | Self-certification reduces paperwork and costs |
| **Customs Clearance** | Faster processing and fewer border delays |
| **Supply Chains** | Cumulation allows flexible sourcing of inputs |

# What is CARM? What are the Key Changes?

- CBSA’s CARM program is a mandatory program initiated by Canada Border Services Agency and **applies to <u>all</u> commercial imports into Canada**
- All commercial importers will be required to have a **Canada Revenue business number** regardless of value of imports.
- Commercial Importers, including Non-Resident Importers will have to be **registered in the CARM Client Portal (CCP)** and have accepted their broker(s) **Delegation of Authority request** in the CCP.
- Custom brokers like **UPS will no longer be able to use their business number** for any commercial shipments.
- Importers will be required to have their **own Financial Security Instrument - a Surety bond or cash deposit,** to activate their Release Prior to Payment (RPP) in their CARM account.
- Custom brokers can continue to **pay the duties and taxes to CBSA** on behalf of the importer or the importer can choose to self pay.

# Make Canada feel closer

## Practical steps to simplify exporting and delivery

# What it really takes to serve Canadian customers efficiently—*made simple.*

| | | |
|---|---|---|
| 1 | **End-to-end visibility & control** | Real-time tracking, proactive alerts, and a single dashboard for every shipment |
| 2 | **Access to global networks** | Integrated air, ground, and ocean supply chain networks |
| 3 | **Risk mitigation through diversification** | Multi-modal options, supplier diversification – help manage risks |
| 4 | **Frictionless cross-border clearance** | Customs clearance — proactive compliance for every cross-border move, duty/tax optimization, and clearance in every major market. |
| 5 | **Effortless returns that build loyalty** | Flexible returns options to sharpen inventory, product, and demand-planning decisions. |

# Why a holistic shipping partner is critical for global expansion?

*Turn your Canadian demand into seamless delivery experiences*

- Removes complexity when entering new markets
- Faster, smoother customs clearance
- End-to-end visibility and control
- Lower total cost (not just freight cost)
- Greater speed, flexibility and resilience
- Enables faster global scaling
- One point of accountability (massive operational advantage)
- Covers risk through insurance + financial services

**Global growth is complex—unless you simplify it.**
A holistic logistics partner brings everything under one roof

| Freight | Parcel | Logistics & Distribution | Insurance |
| --- | --- | --- | --- |
| Air | Express | Warehousing | Risk Mitigation |
| Ocean | Expedited | Distribution | Cash Flow |
| Rail | Standard | Spare Parts Management | Payment Solutions |
| Customs Brokerage | Palletised Express-Freight | Supply Chain Consulting | |
| Road | | | |

# A challenge you might encounter:

## Navigating the complexities of managing the increased documentation and compliance requirements.

# Use the right tools to complete customs documentation accurately

(eg: **UPS Export Assure®**)

AI powered guidance streamlines compliance requirements and helps avoid key drivers for delays.

**Commodity description**

It will check your goods description and, if needed, ask questions to improve it to avoid customs delays

**Import/Export compliance**

It will notify you if a commodity in your shipment is prohibited by the destination country, or if additional documentation is required to clear customs

**Forms assist**

It will inform you if a Power of Attorney is needed from the exporter or importer

# A challenge you might encounter:
# Custom holds and delivery delays.

# Ask your shipping provider for support tools that help customer information exchange through secured portals

A safe and secure online portal that lets you easily submit required information or documentation to clear customs and avoid delays.

## When your parcel requires additional information to clear customs:

**Receive notifications** via email and/or SMS with clear instructions to resolve customs holds.

**Connect securely** with a one-time passcode to protect your information.

**Follow instructions** and upload missing information.

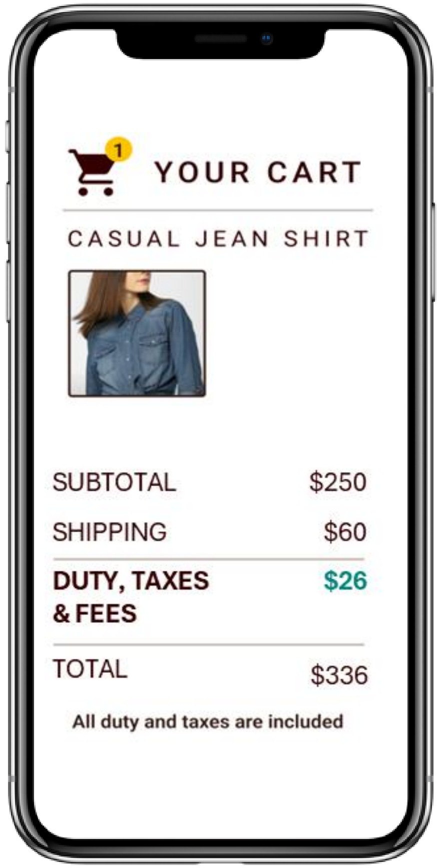
**Receive confirmation** that your submission has been received.

(eg: **UPS Customer Information Exchange (UCIX)**)

# A challenge you might encounter: Consumers concerned about unexpected charges upon delivery.

# Transparency of the total purchase cost using landed cost calculators

A simple and clear way to pay for all duties, taxes, and fees required for international purchases




The amount of duties, taxes and fees known upfront at the time of check out.

The receiver pays the total cost at checkout, assured that there will be **no extra costs later.**

(eg: **UPS Global Checkout®**)

## How it helps:

## Key components:

- Tax remittance is done for you
- Duties, taxes, and fees calculated and collected upfront and **GUARANTEED!**
- No variance to reconcile or pay – no financial risk
- Disputes managed for you
- Internal compliance handled
- Speed through customs
- Delivery without surprise costs.

# A challenge you might encounter:

## Consumers uncertain about how to settle the payment of duties and taxes.

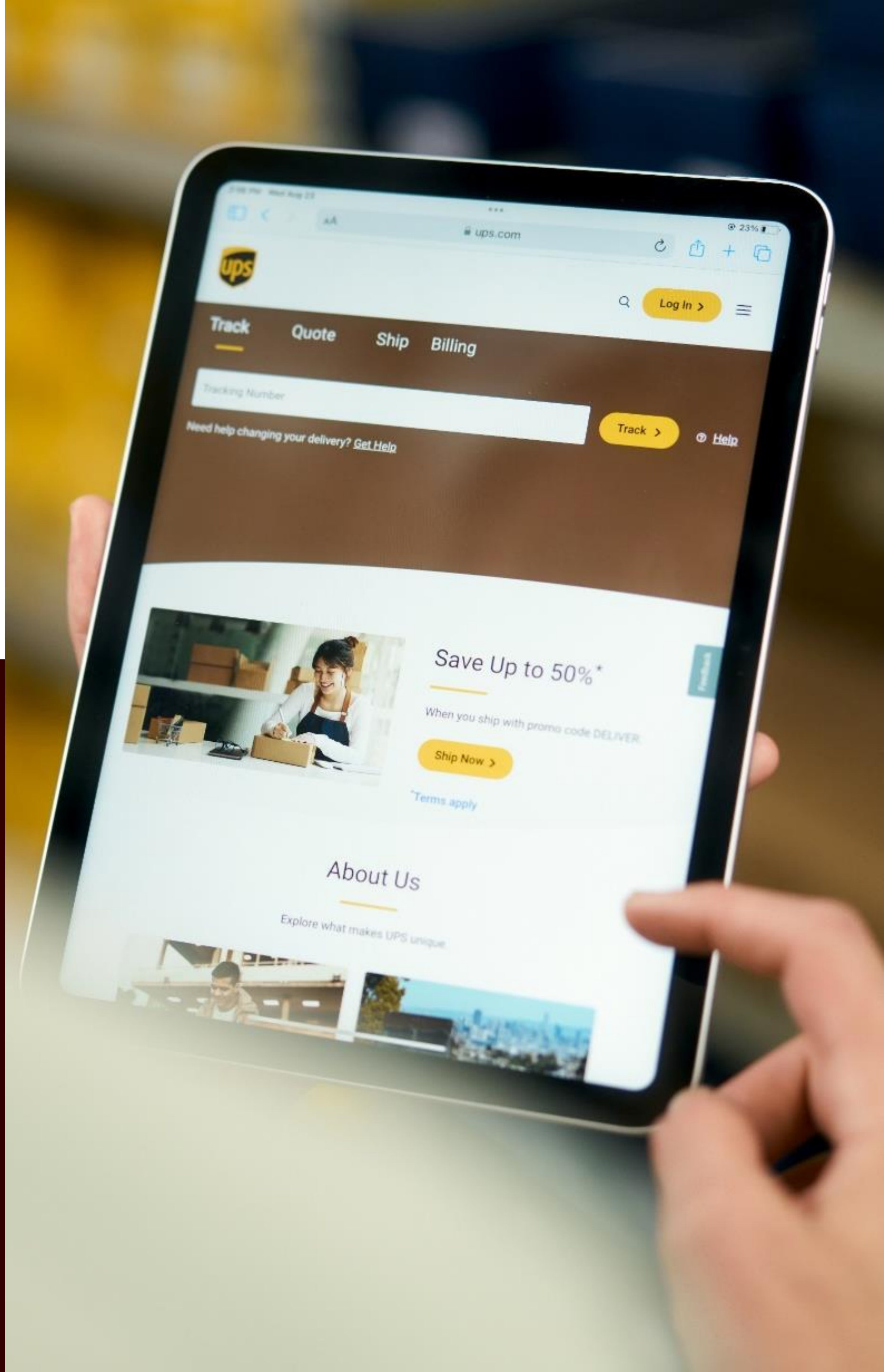
# Give your customers the option to pre-pay duties, taxes and fees online ahead of delivery

Recipients receive a notification of duties and taxes due, along with a payment link to pre-pay.

**Receive notifications** via email and/or SMS with clear information on the duty & tax amount due along with a payment link to pre-pay.

**Pay securely** with a digital payment method of your choice.

**Smooth delivery** with no extra effort.



# Key Takeaways

1. Register on CARM and comply with requirements

2. Leverage provisions under the UK-Canada Trade Continuity Agreement

3. Stay up-to-date with customs compliance

4. Choose a shipping partner that ensures seamless experiences for your Canadian customers.

# UPS Available Resources

**Stay up to date on Government of Canada resources:**

- Trade Investment Fact Sheets Canada
- Canada Border Services Agency
- Customs Notice 24-27: CARM October Implementation – Transition Measures
- Customs Notice 24-07: Expiry of Specific Rules of Origin Provisions under the Canada-United Kingdom Trade Continuity Agreement

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