



CONFERENCE NOTES

Concurrent Session: The future frontiers of global business

Moderators:

- Darcy Ferron, CITP
- Tanita Alexandridis, CITP

Panelists:

- Tomorrow's emerging markets – **Adrian Mutton, Marcos Vaena**
- A window into the future of investment – **Gustavo Zentner, CITP, Maxim Berdichevsky, CITP**
- A new world of customs efficiency – **James Spina**
- How innovation is changing trade – **Omar Allam, CITP**

Further Resources:

[Omar Allam](#)

[James Spina](#)

[Country Risk Quarterly - EDC](#)

[Canadian Trade and Investment Agreements – Global Affairs Canada](#)

[ITC SME Trade Academy](#)

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There are two major forces at work in global trade today - Brexit and the new administration in U.S. The major shifts going forward into the next few years are the development of free trade agreements and information on emerging markets.

Emerging markets

- Gain an understanding of your potential market - population base dictates consumer base from emerging markets
- There are changing consumer patterns and needs for progress and growth in emerging markets
- Need to be agile, nimble, disruptive
- There are both opportunities and risks in emerging markets. You need to know the market. To do that you must look at the data and underlying consumer behaviour.

- Invest in physical infrastructure before you enter a new emerging market - use people who are already in the market and be nimble and ready to adjust your business model

Focus on FDI - foreign direct investment

There are 4 industries with a lot of potential right now:

- Aerospace
- Agriculture
- Information and Communications Technology
- Advanced Manufacturing

You should have alignment between your own business and work within your company to show up better on paper from an M&A perspective to grow into a bigger region.

- Position yourself to attract other business in a larger supply chain.
- Use data - stop doing this in-house because outside access to data will help you internally.
- Look at what you are selling into the market
- Embrace technology at no cost to expand opportunities to grow

Customs efficiency

Plan for new areas - all customs agencies have migrated to platform - security needs to be proactive approach

Bite the bullet now and engage with technology – SMEs are often slow to adapt
CBSA wants a data set from actual importers/exporters - penalty system in place to encourage electronic compliance management

Risks, technology and relationships

Trust and build relationships in terms of risks and challenges you need to be able to embrace technology and use personal contacts and redirect your focus.

At end of day is still a personal interaction

Banking infrastructure often deters the facilitation of trade. This is a pressing issue because there is no global banking system for international trade in all countries.

Certification is required by some businesses - certification strengthens trade associations from a market perspective but whether it is necessary depends on the client.

Protect yourself when moving capital into foreign country - get insurance.

Market entry tools

What are the risks? – use EDC’s tool [Country Risk Quarterly](#)

[ITC SME Trade Academy](#)– courses and resources to learn things SMEs can do to prepare for entry into new markets.

5 things to do to prepare for your future in global markets

1. security - be vigilante and engage into all aspects to protect yourself and your business
2. Resources – focus on what you do best - constraint is # 1
3. Don't be cheap - don't expect freebies - hire extra help to get to where you want to go
4. Don't be afraid to play offensive – have a market diversification strategy - do your homework - this is where growth/failure come from
5. technology tools are available but not well known - Canadian Investment Treaties with other countries – [Global Affairs Canada website](#) - understand how to take advantage of the agreements in place [tradeshift.com](#) is a connection tool to the international marketplace

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