



Alberta's Diversification 1970-2020

*Alberta Council of Technologies
Annual General Meeting*

June 23, 2011

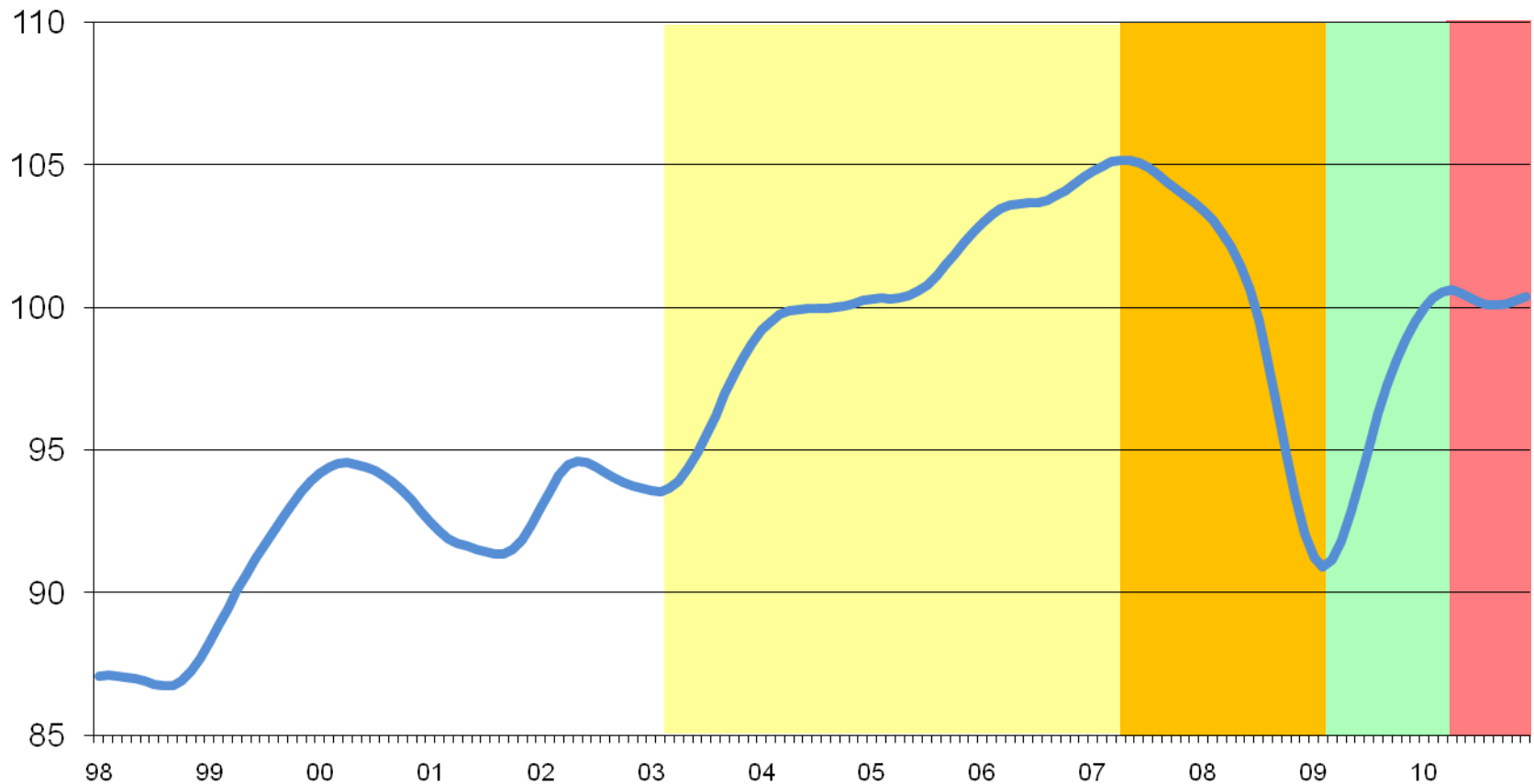
Whitemud Equine Learning Center - Edmonton

Peter Hall
Chief Economist
Export Development Canada

Types of Diversification

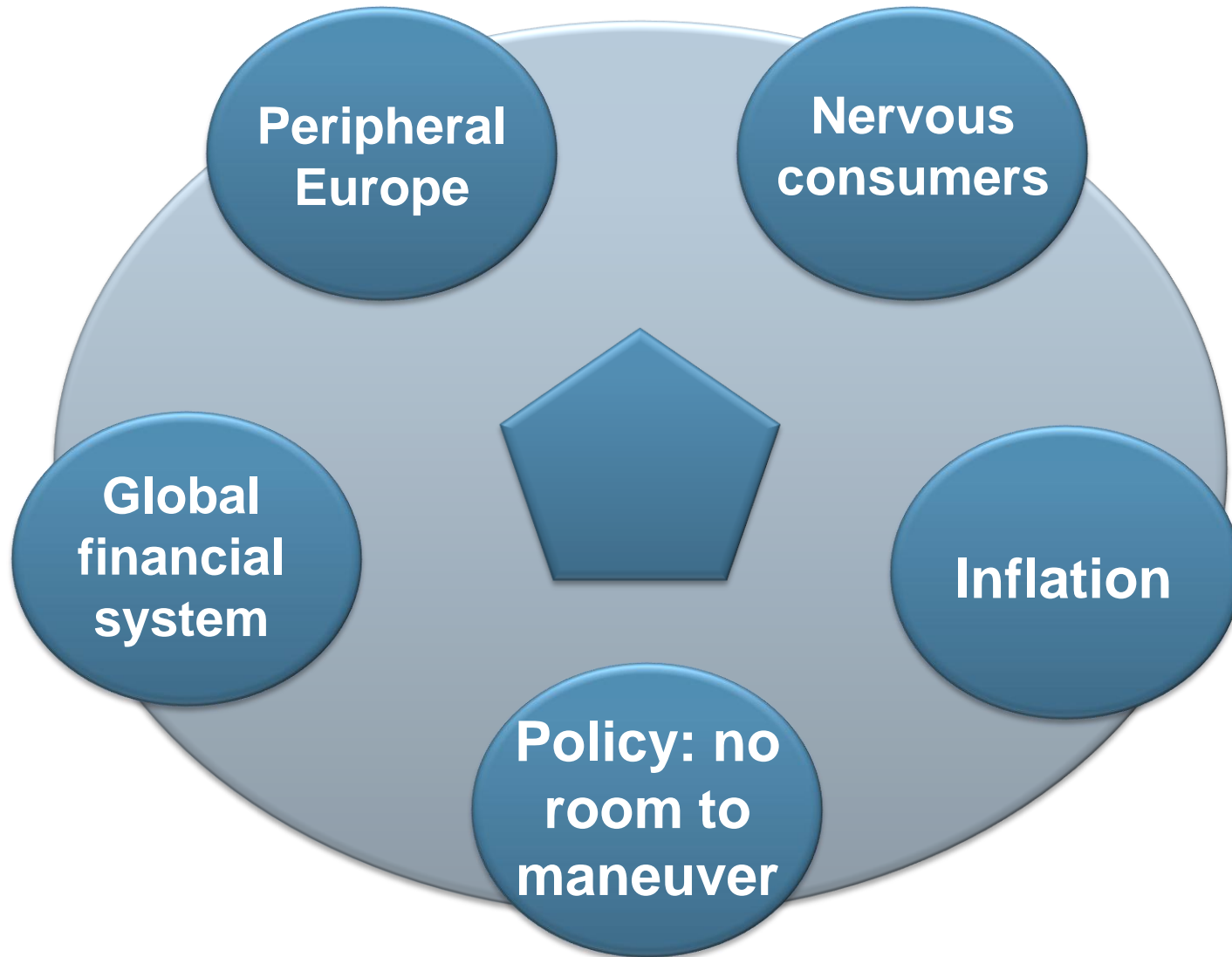
- *Inter-industry*
- *Intra-industry*
 - *Vertical diversification*
 - *Technological diversification*
- *Spatial: Advent of communication technology*
- *Market*

OECD Leading Indicator (SA, trend-restored index)



Sources: OECD, Haver Analytics.

Pre-existing challenges



New challenges

**Political
turmoil**

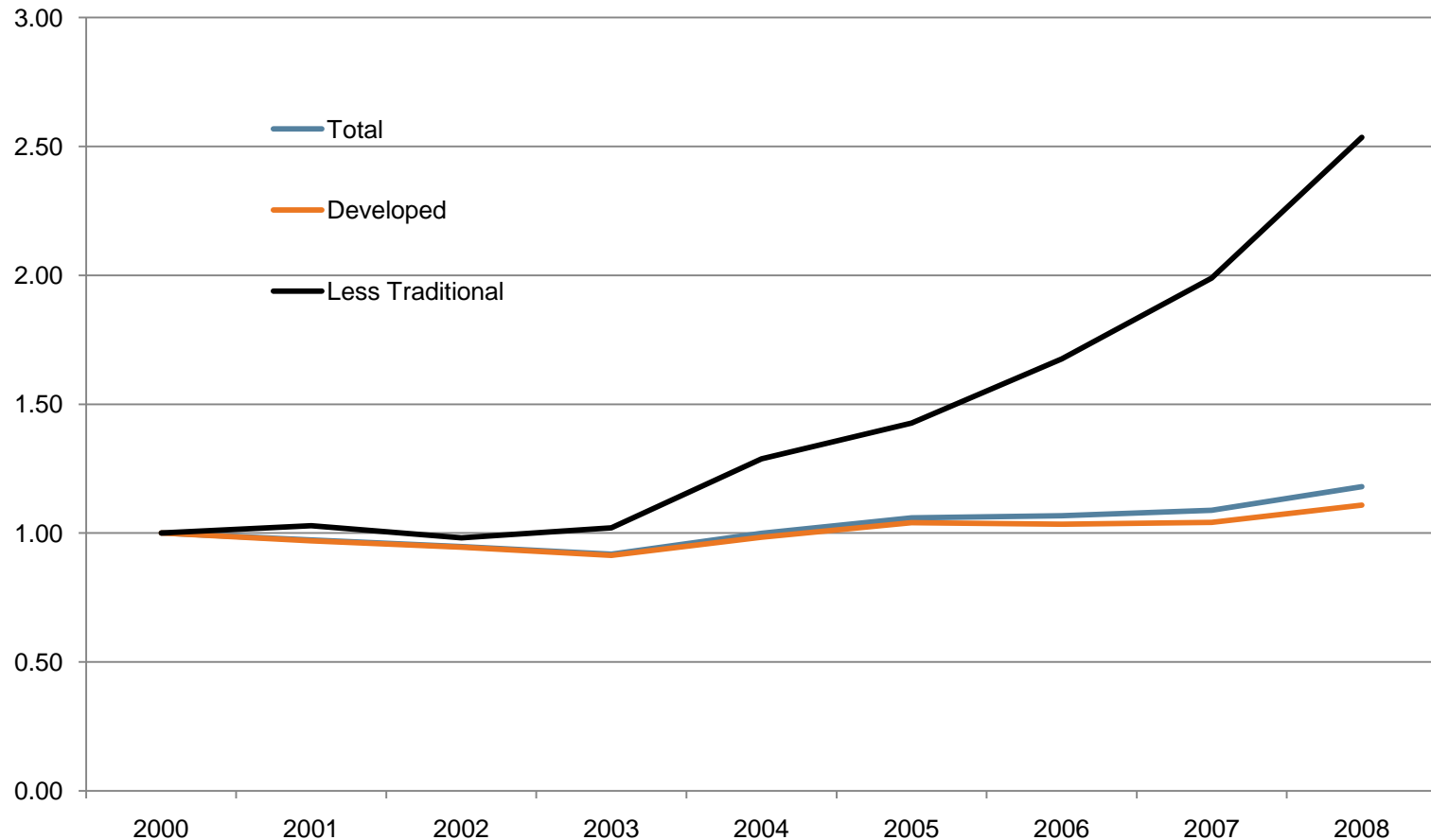
***Natural
Disasters***

Global GDP Forecast by country – Spring GEF 2011

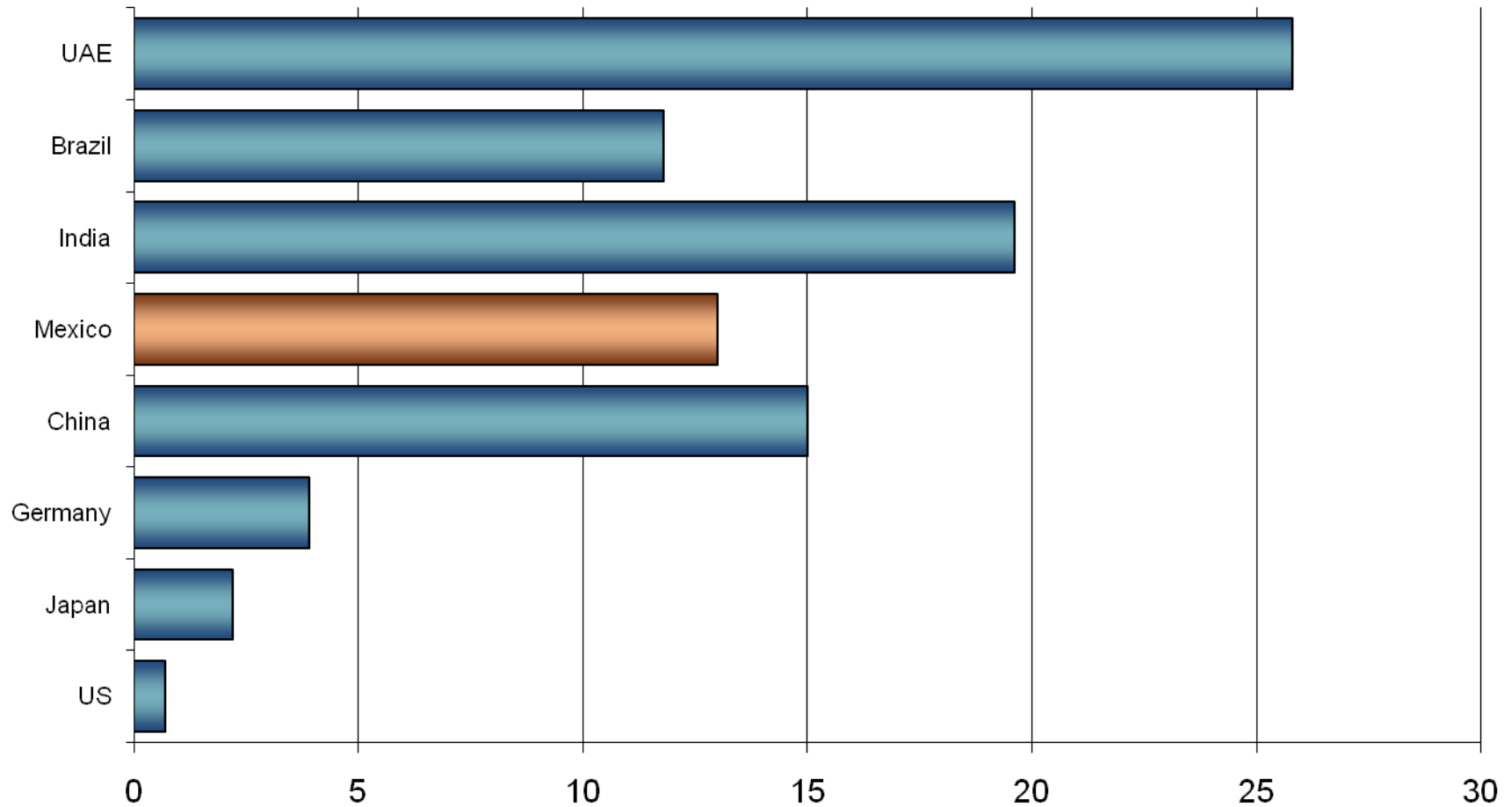
<i>Market</i>	<i>Share</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>
US	19.1	-2.6	2.8	2.9	3.3
Canada	1.7	-2.5	3.1	2.7	2.7
Mexico	2.0	-6.1	5.5	4.4	4.0
W. Europe	18.4	-4.2	1.8	1.6	1.7
Japan	5.6	-6.3	4.3	1.3	2.5
Emerging Asia	21.6	7.0	9.3	7.8	8.3
Emerging Europe/C. Asia	7.5	-5.6	3.7	3.5	3.8
South America	5.5	-0.4	6.2	4.4	4.4
MENA	4.7	1.9	4.1	3.4	4.5
Industrial	49.7	-3.4	3.0	2.5	2.6
Developing	50.3	2.6	7.1	5.6	6.0
Total World	100.0	-0.6	5.0	4.1	4.3

Canadian Trade is Changing

(index of merchandise exports, 2000=1.0)

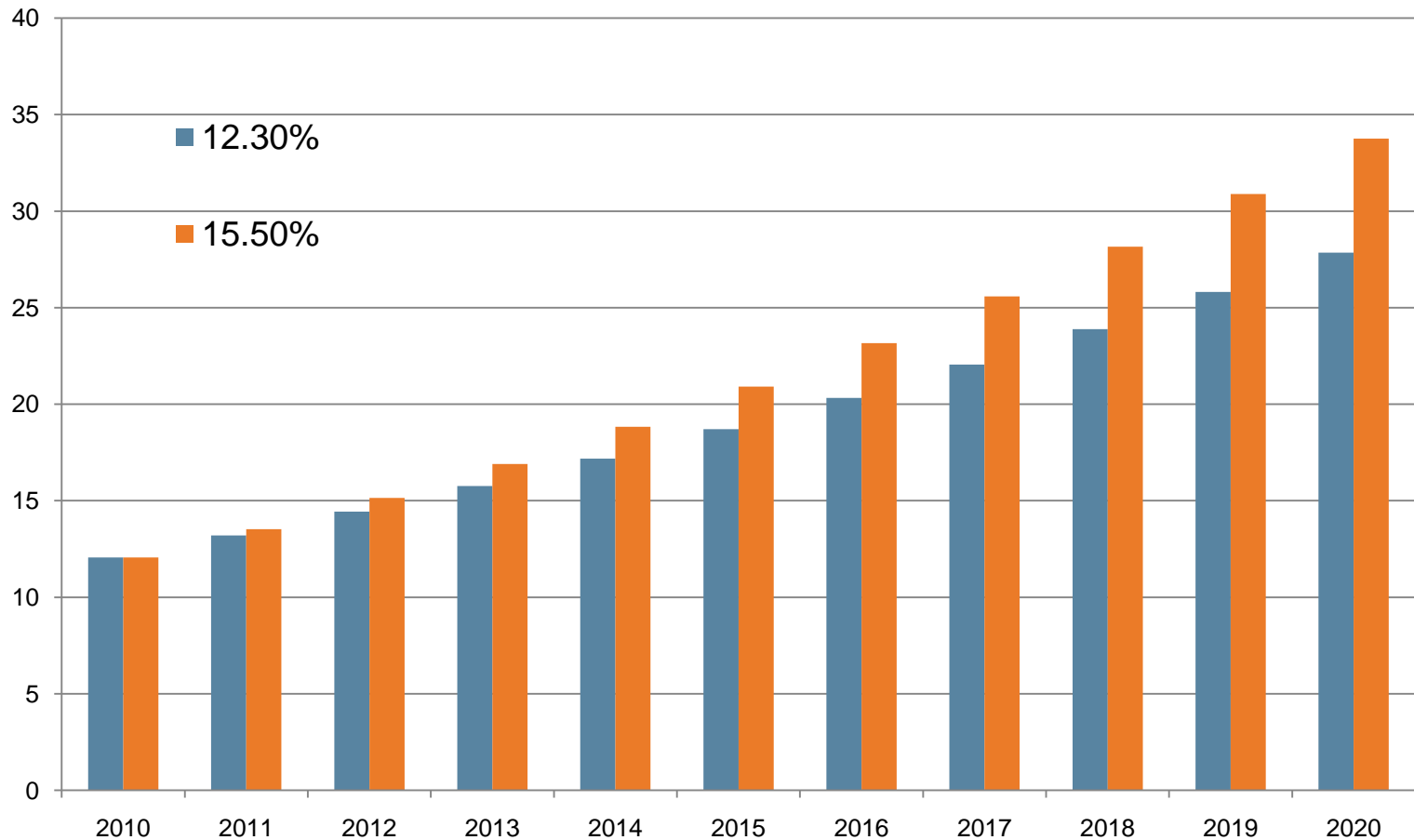


Direction of trade shifting (compound annual growth, 2000-08, %)

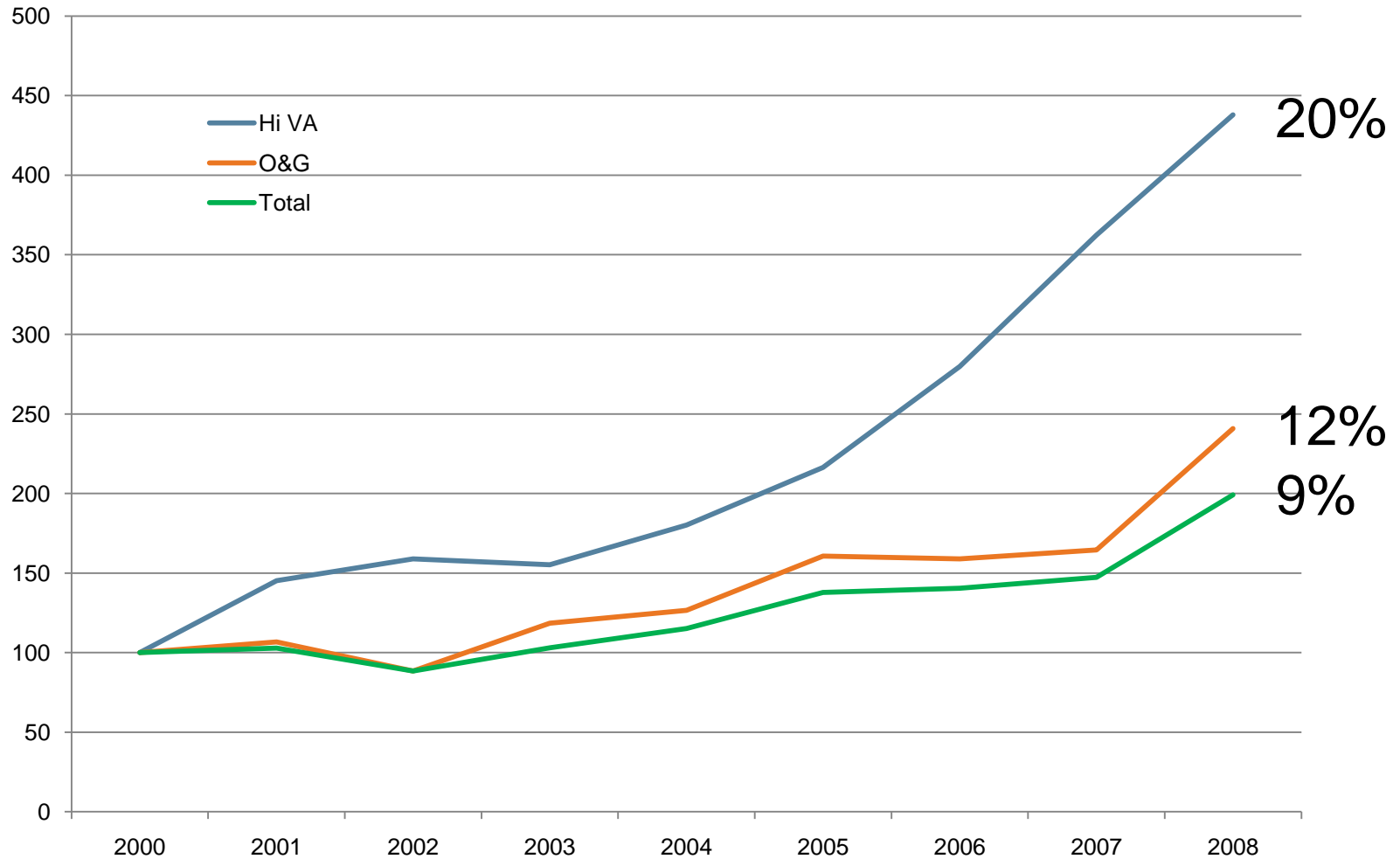


Source: Statistics Canada.

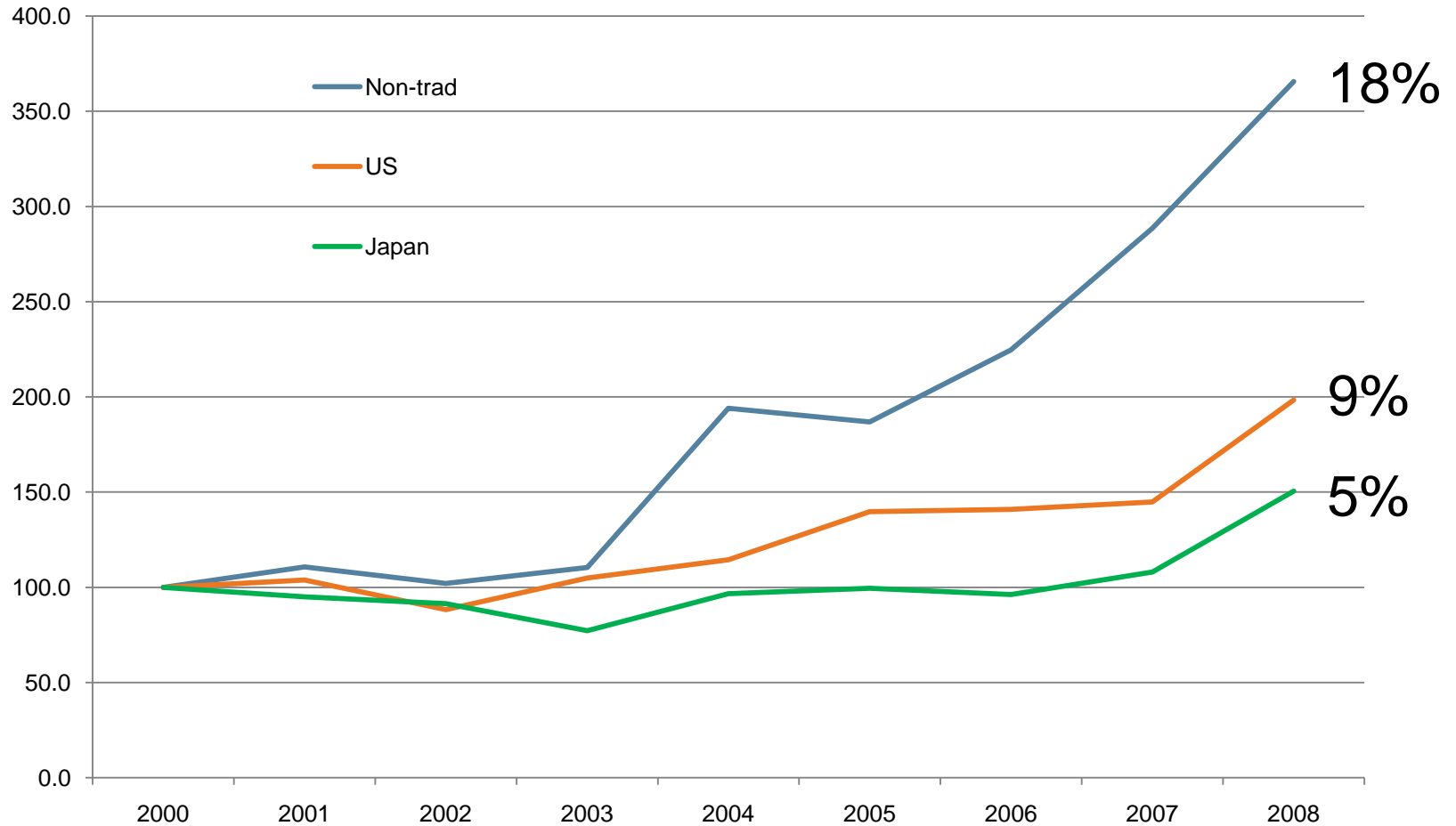
Trade: Transformation Underway? (growth scenarios: status quo, “plus”)



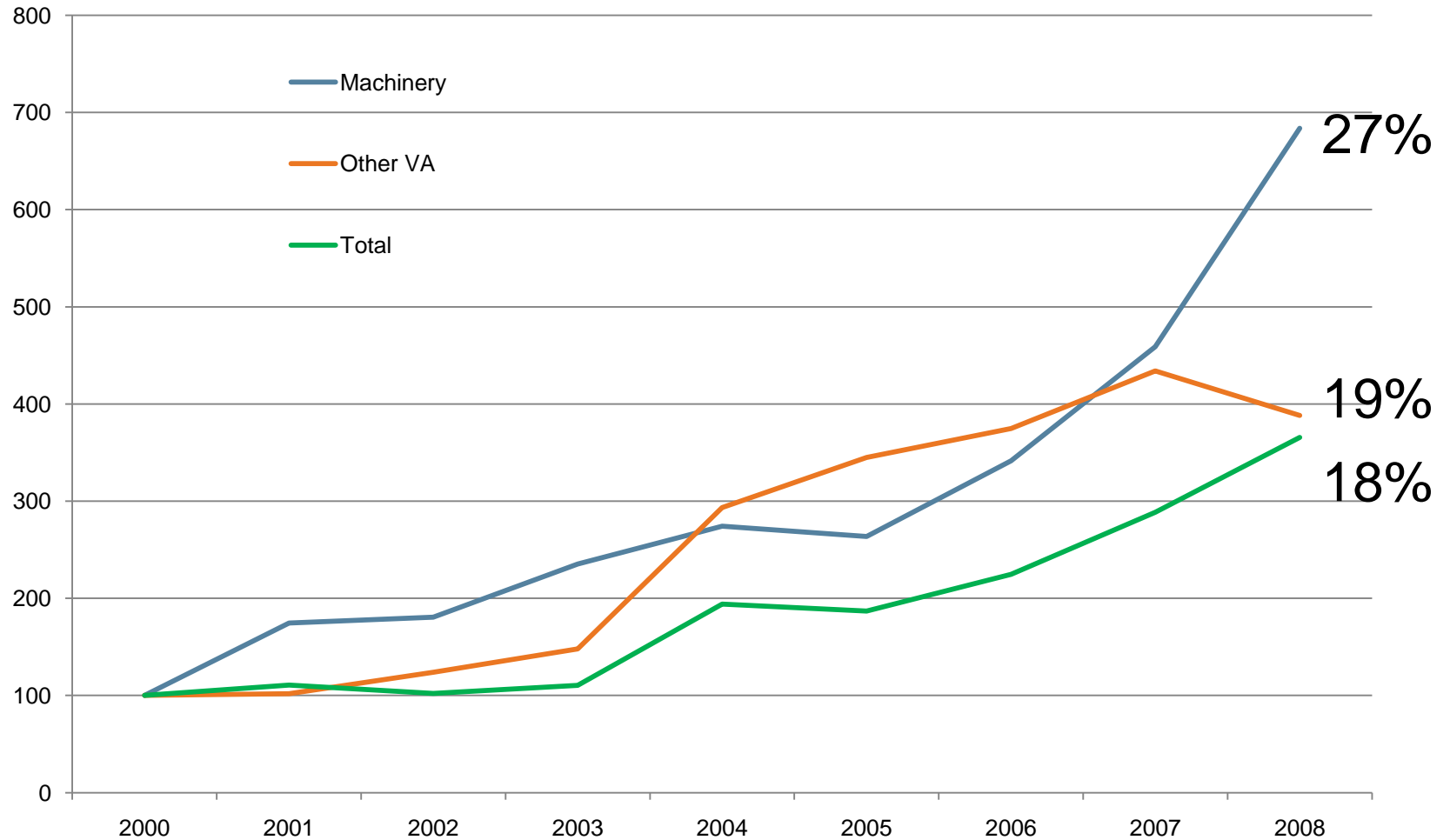
Alberta Trade: Products are changing (index of merchandise exports, 2000=100)



Alberta Trade: Direction is changing (index of merchandise exports, 2000=100)

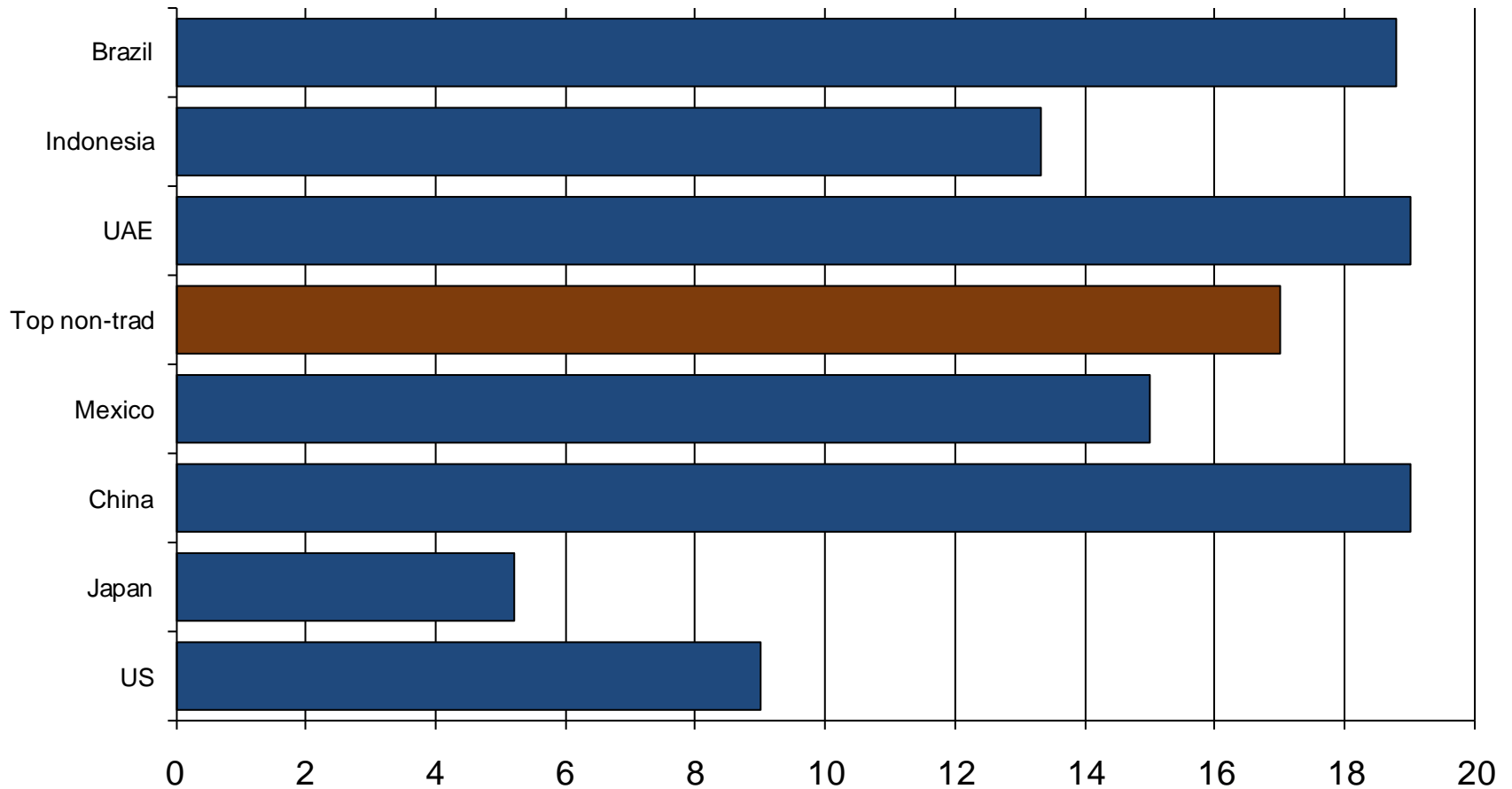


Alberta Trade: Non-traditional share (index of merchandise exports, 2000=100)



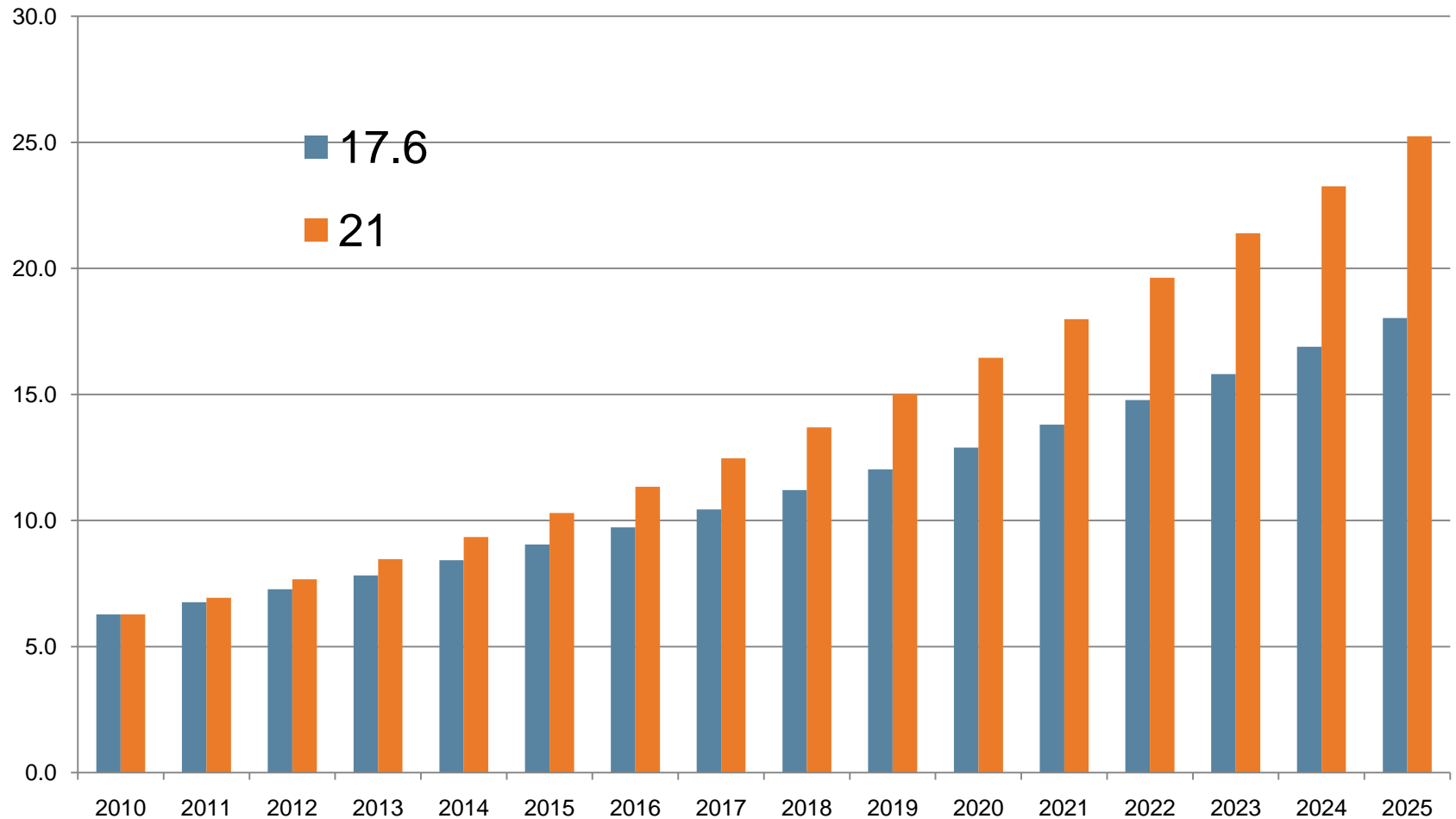
Alberta trade shifting

(compound annual growth, 2001-08, %)



Source: Statistics Canada.

Alberta: Future Transformation? (growth scenarios: status quo, "plus")



Conclusions

- *True recovery still months away*
- *...but it will be aggressive*
- *Globalization will continue*
- *...as will Alberta's trade transformation*
- *More study needed*
- *Help it to go viral!*

THE MOMENT OF TRUTH

Global Export
Forecast Summary
Fall 2010

The Commodity Analyst

August 4, 2009



Rediscover a World of Opportunity

Canada

EDC ECONOMICS

Weekly Commentary

The Diversification Dilemma



October 1, 2009

Weekly Focus: Globalization is a double-edged sword. Consider the case of the U.S. and its...
Global 1: Raw Materials - Energy and Metals...
Global 2: Services - Health and Education...
Global 3: Infrastructure - Transportation and Utilities...
Global 4: Financial Services - Banking and Insurance...
Global 5: Technology - Information and Communications...



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