



An Initiative of:



# Manufacturing & Export – Growth, Innovation and Prosperity for Canada

David MacLean  
Divisional Vice President – Alberta  
Canadian Manufacturers & Exporters

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**David MacLean**  
**Alberta Vice President**  
**Canadian Manufacturers & Exporters**

**[David.maclean@cme-mec.ca](mailto:David.maclean@cme-mec.ca)**

**780.965.4691**

**[www.industrie2030.ca](http://www.industrie2030.ca)**

**[www.cme-mec.ca](http://www.cme-mec.ca)**

**[www.manufacturingourfuture.ca](http://www.manufacturingourfuture.ca)**

# Manufacturing Matters



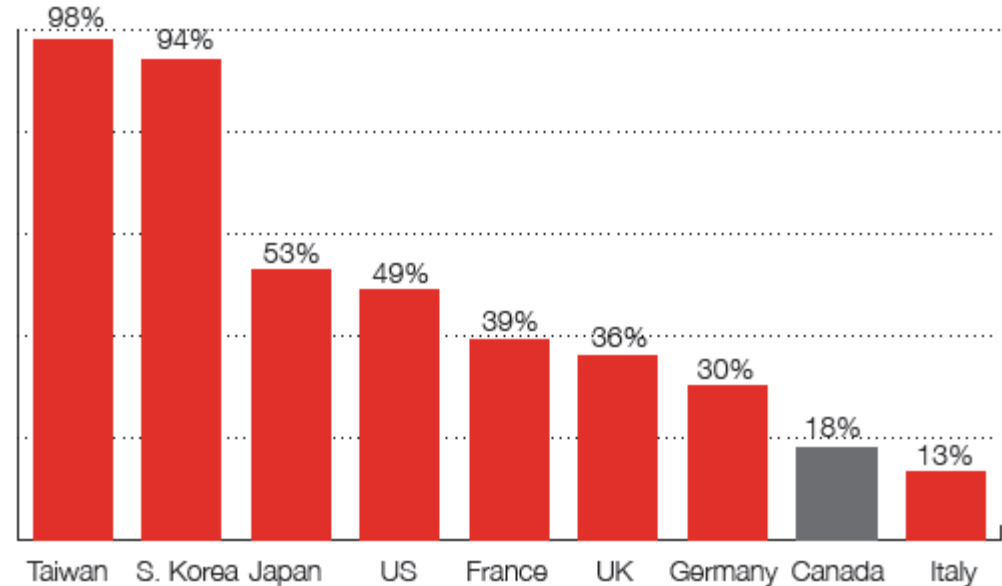
- Direct Economic Impacts:
  - Employs 1.7 million Canadians – constant since 2008
  - Has wages of \$118 billion – the highest of any sector
  - Represents over 90,000 companies of all sizes in all regions of the country
  - Has annual sales of over \$600 billion – 10.5% of GDP
  - Responsible for nearly \$350 billion in exports – 2/3rds of Canada's total

# Manufacturing Productivity



LABOUR PRODUCTIVITY GROWTH IN  
MANUFACTURING: 2002-2014

- Canada's labour productivity rates are declining compared to major competitors

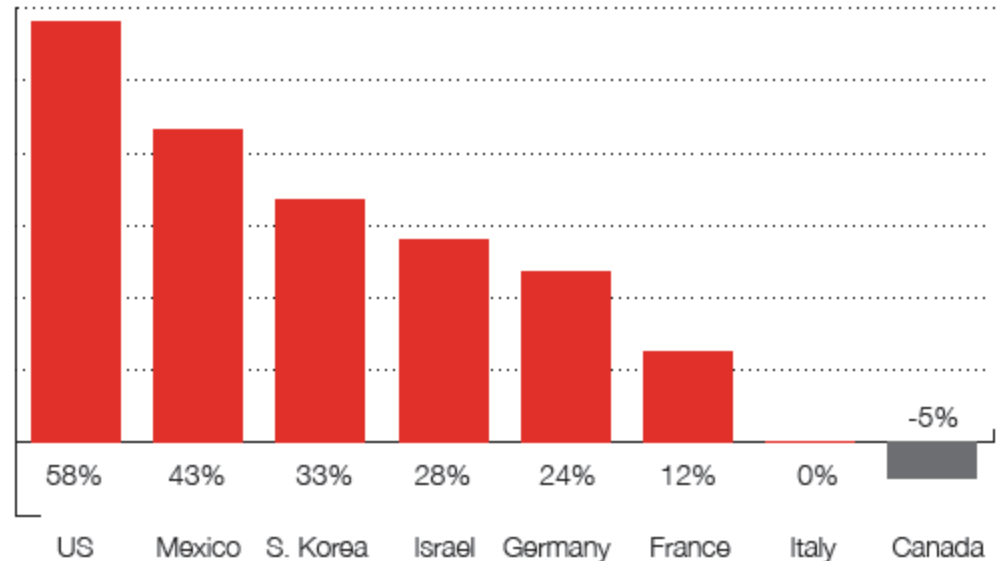


# Capital Investment



GLOBAL GROWTH IN MANUFACTURING  
M&E INVESTMENT: 2002-2014

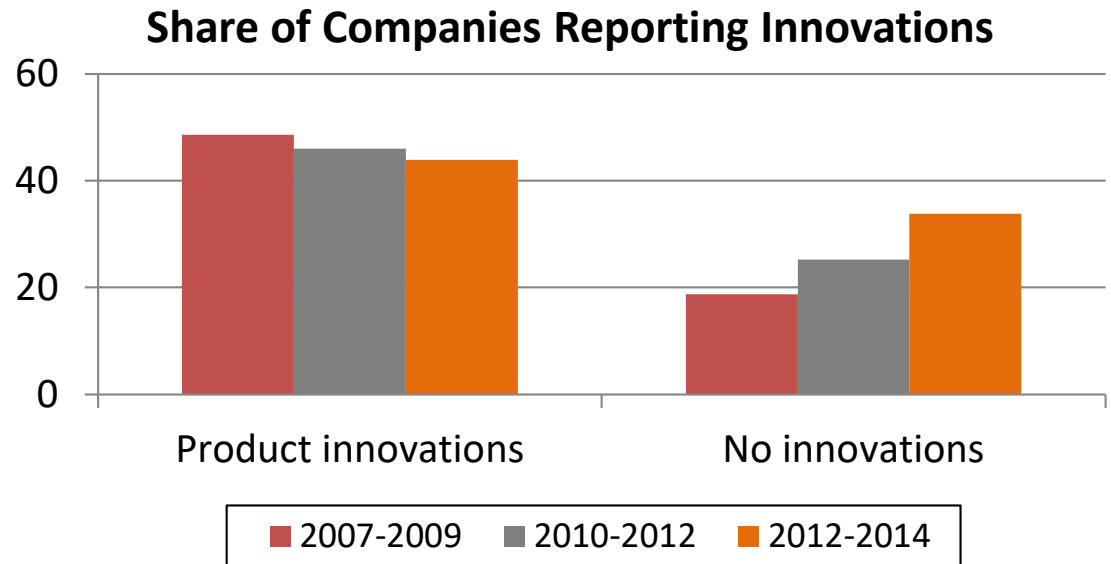
- Canada's investment in new machinery and equipment and technology is declining



# Innovation and Commercialization

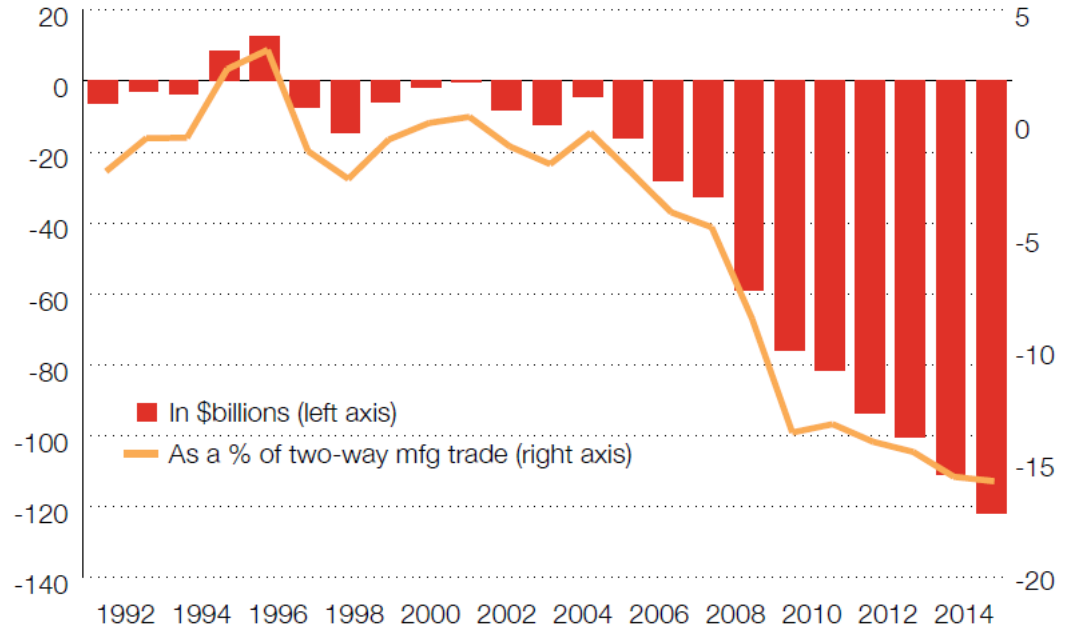


- Canadian companies are investing less in innovation
- Fewer product innovations
- More companies with no innovations



- We are selling less manufactured goods to the world and more is being imported

### CANADA'S BALLOONING TRADE DEFICIT IN MANUFACTURING



# Industrie 2030



- A strategy to double manufacturing output and value-added exports by 2030
- Consultation of more than 1250 industry leaders in person and on-line across the country
- Detailed economic analysis of the current state of manufacturing in Canada
- Action plan for Growth – *Manufacturing Growth, Innovation and Prosperity for Canada*



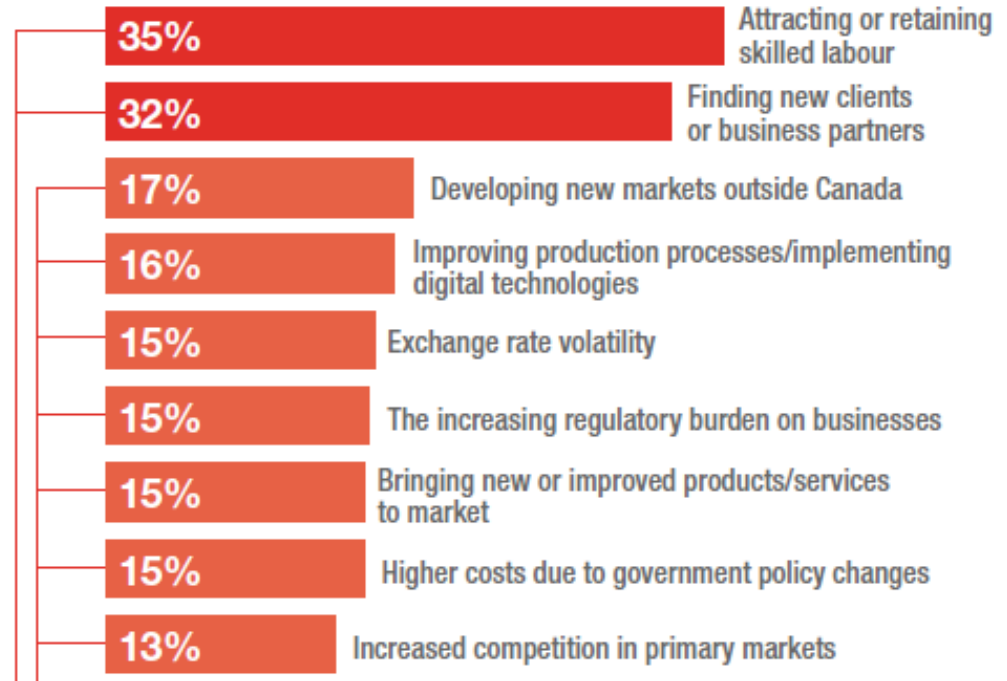
- Focus on understanding current business conditions and challenges in manufacturing, including:
  - Business and Investment Outlook
  - Labour and Skills
  - Innovation and Commercialization
  - Tax and Regulatory Policy
  - Global Markets
  - Climate Change and Carbon Pricing

# General Observations

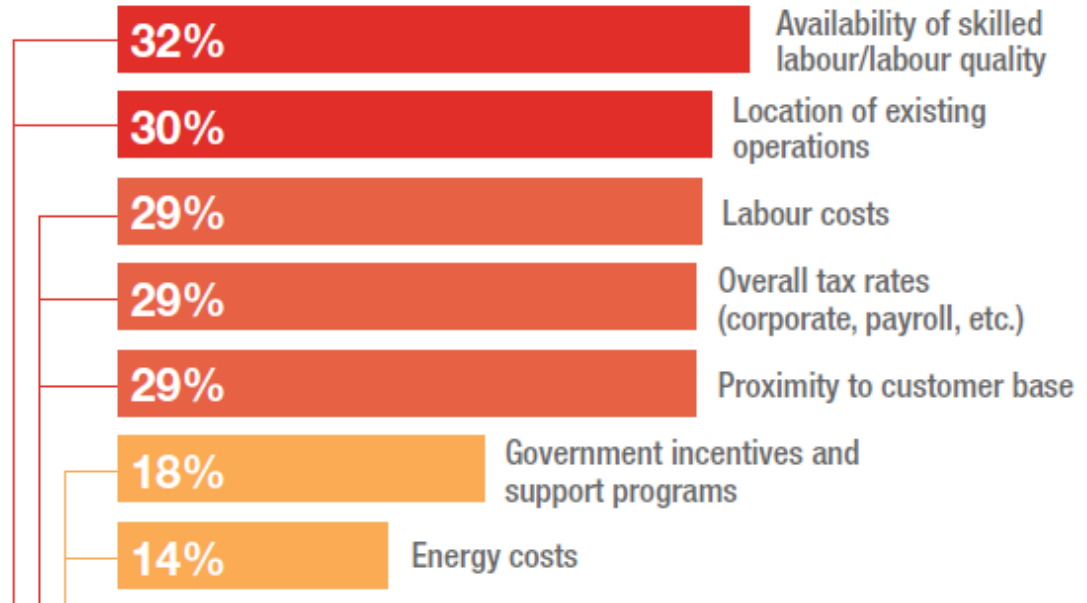


- Businesses have been challenged by recent economic conditions
- They are cautiously optimistic about the future
- But they face many obstacles that threaten future growth and competitiveness
- They are looking to governments to help facilitate technology adoption and drive expansion

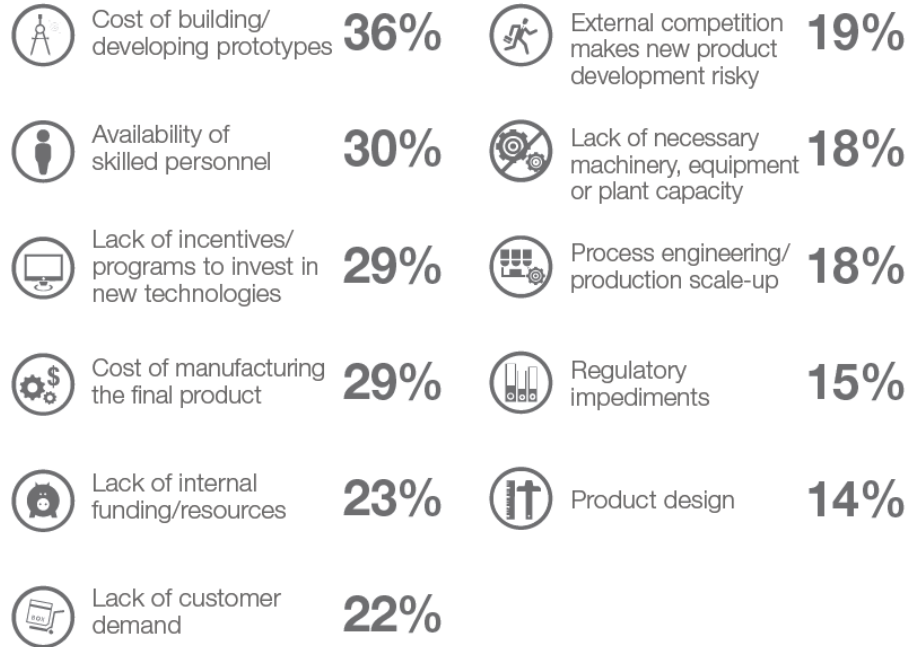
What are the most pressing challenges facing your company today?



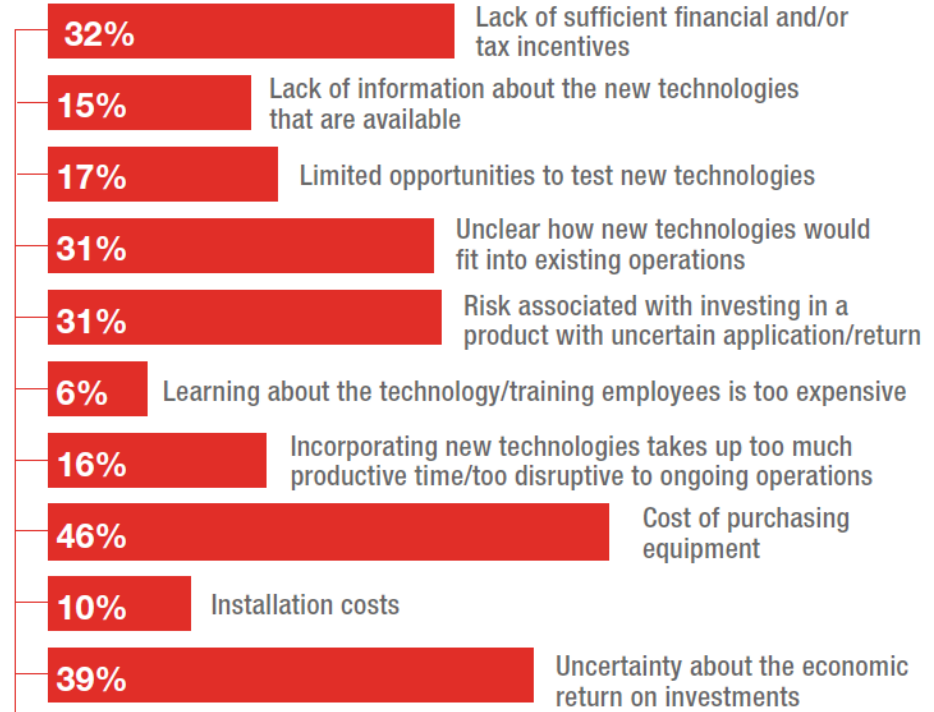
What are the most important factors you consider when deciding where in Canada to invest?



What are the biggest obstacles you face in bringing new products to market?



What are the biggest obstacles you face in adopting new technologies?

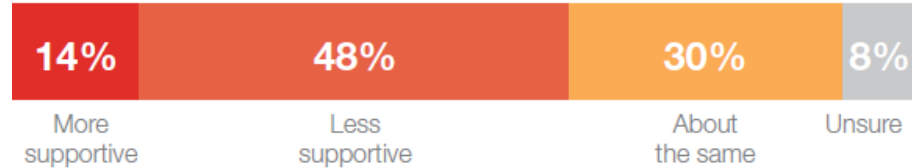


# Policy Climate

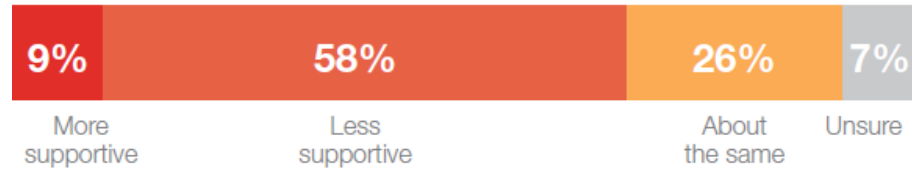


Have tax and regulatory policies become more supportive in the last three years?

## Federal Government



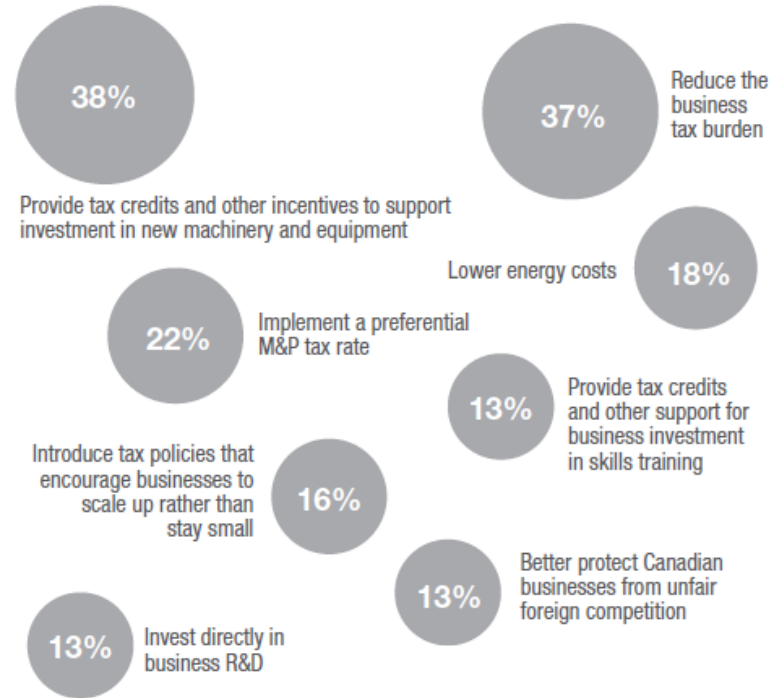
## Provincial Government



## Municipal Government

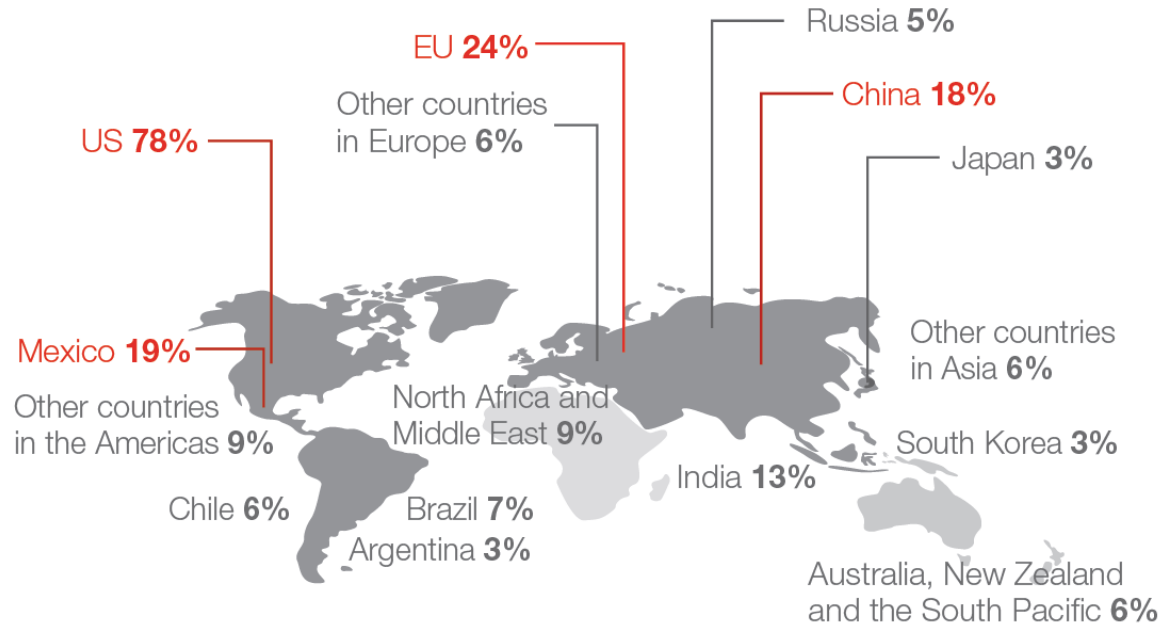


## What more should governments do to support manufacturing in Canada?





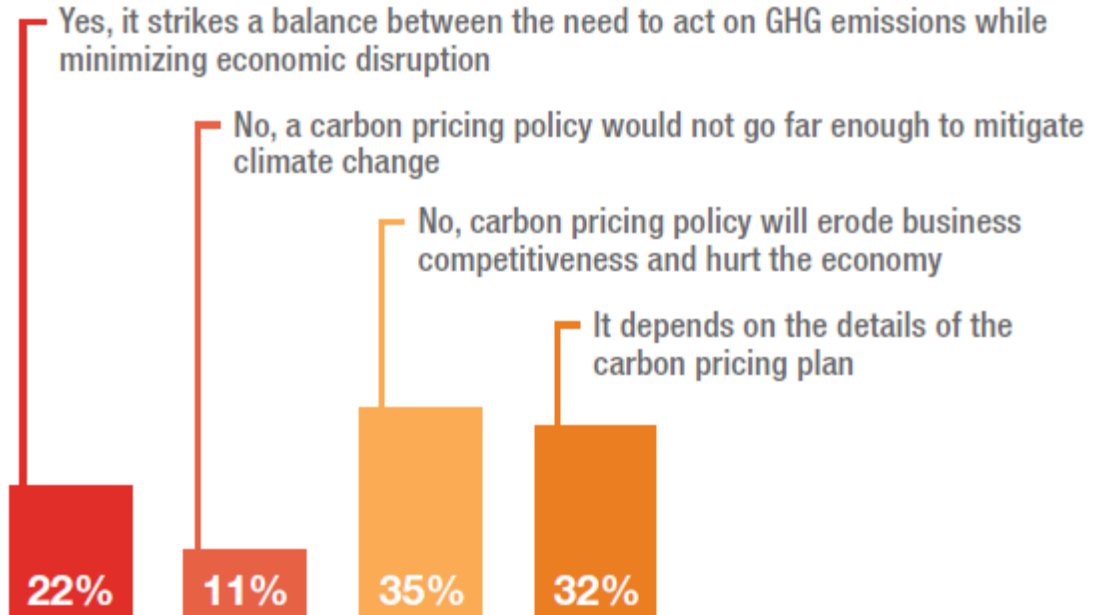
Where do you see the greatest opportunities for growth over the next five years?



# Carbon Pricing



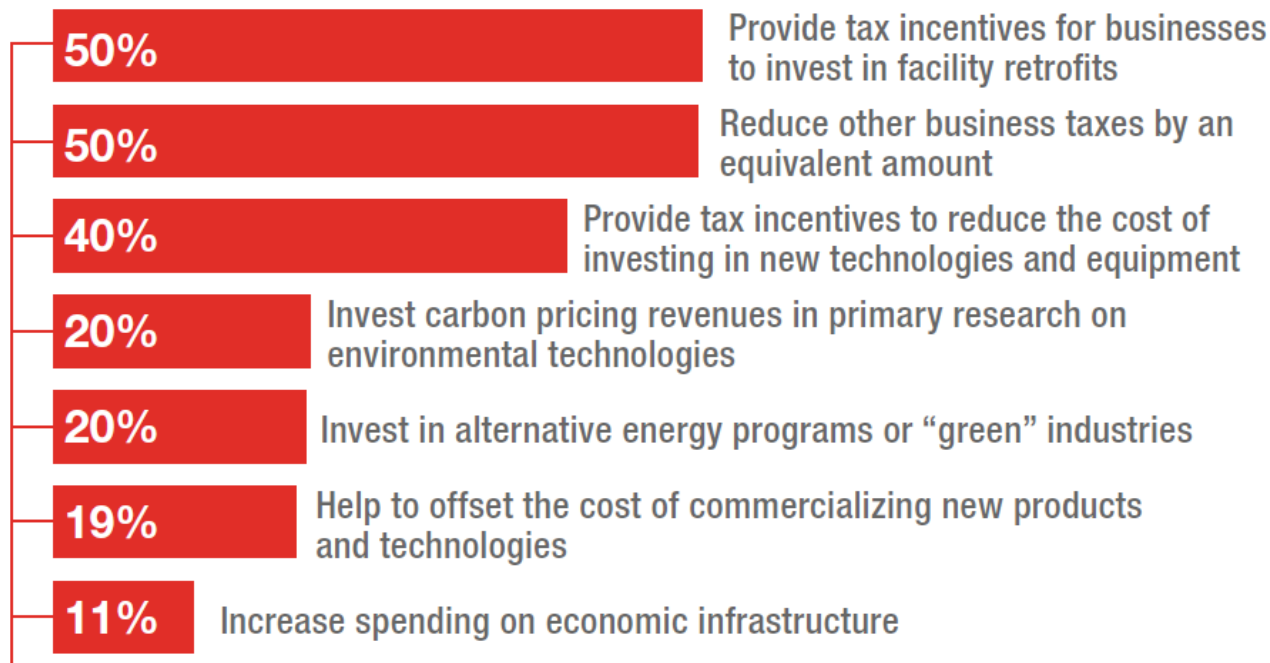
Do you support carbon pricing as a means to reduce industrial emissions?



# Carbon Pricing



How should governments help businesses adjust to new prices on carbon?



# *Industrie 2030 Plan*



- 1. Improve access to a skilled workforce, including management training**
- 2. Accelerate Adoption of Advanced Manufacturing Technologies**
- 3. Foster Innovation, Commercialization and New Product Development**
- 4. Create a Competitive Business Environment in Canada**
- 5. Increase Access to Domestic and Foreign Markets**