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A Profile of Canadian Exporters

1993-2003



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Statistics Canada
International Trade Division

A Profile of Canadian Exporters

1993-2003

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For further information concerning this publication, export trade data or availability of additional data and analytical services, contact ITD Marketing and Client Services Section by phone: 1-800-294-5583, fax: 613-951-0117 or e-mail: trade@statcan.ca.

Symbols

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x Suppressed to meet the confidentiality requirements of the Statistics Act.

... not applicable

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Highlights

In 2003:

- The number of exporting establishments fell for the first time in the period covered by the Exporter Register;
- 43,310 establishments reported domestic exports in the Exporter Register compared with 44,469 establishments in 2002;
- the value of exports of these establishments was \$348 billion, down 3% from 2002 but still more than double the value reported in 1993;
- The value of exports to the United States fell below \$300 billion for the first time since 1999;
- 4% of exporting establishments accounted for 82% of the total value of exports;
- 72% of exporting establishments had exports of less than \$1 million, and these establishments accounted for only 1.8% of the total value of exports;
- just 2% of exporting establishments had more than 200 employees and exports of over \$25 million, but these establishments accounted for 46% of the value of exports;
- new exporters accounted for only 5% of all exporters, the lowest share reported in any year covered by the Exporter Register;
- the majority of the value of exports from new exporters was shipped to destinations outside of the United States. This is the first such occurrence observed on the Exporter Register.

From 1993 to 2003:

- Over 28% of all establishments that exported in 2003 also exported every year between 1993 and 2003;
- The value of exports from these establishments reached \$236 billion in 2003 up from \$136 billion in 1993
- The manufacturing sector accounted for one-half of all exporters and at least two-thirds of the value of exports
- In all years, the United States accounted for at least 80% of Canadian merchandise exports
- In all years, almost 90% of exporting establishments were located in Quebec, Ontario, Alberta and British Columbia.

Introduction

This publication presents statistics, derived from the Exporter Register, on exporting establishments for the years 1993 to 2003. This is a follow-up to the original Exporter Register that contains data on the years 1993 to 1997¹ and its successors that contain data on the years 1993 to 2002². As before, this publication continues to provide information on the number of exporters and the value of their domestic exports by industry, exporter size, destination and province of residence. In addition, it now also carries employment statistics of exporting establishments for the year 2003.

As in previous editions, the establishment is the statistical unit of measure. Consequently, any reference made here to 'exporters' represents 'statistical establishments that exported.' To be included in the Exporter Register, an establishment must have exported commodities valued at \$30,000 or more in at least one year from 1993 to 2003. If an establishment does not export in a given year, that establishment is not included in the register for that year. Also, if the value of exports of an establishment is less than \$30,000 in **every** year from 1993 to 2003, it is not included in the Register, even though it may be exporting.

This report is divided into four sections, each with subsections:

Section 1, "Data Concepts and Definitions," outlines the fundamental principles of the Exporter Register.

Section 2, "Analysis," presents an overview followed by more detailed analyses of the exporters.

Section 3, "Methodology and Data Quality," describes the estimation methods and their limitations.

Section 4, "Statistical Tables," contains tabular data for the years from 1993 to 2003.

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1. *Statistics Canada catalogue no. 65-506-XIE, September 2000.*
 2. *Ibid., November 2004.*

Section 1: Data Concepts and Definitions

Statistical Units of Measure

Statistics Canada's Business Register is a central repository of information on businesses operating in Canada. It is used as the principal frame for most of Statistics Canada's economic statistical programs, including the Exporter Register. The Business Register provides consistent and standardized data at the establishment and enterprise levels for each year under consideration.

The standardized business classification model developed at Statistics Canada comprises a four-level hierarchy of statistical entities:

- enterprise – the top of the hierarchy, which is associated with a complete (consolidated) set of financial statements;
- company – the level at which operating profit can be measured;
- establishment – the level at which the accounting data required to measure production are available (principal inputs, revenues, wages, etc.); and
- location – the bottom of the hierarchy, which requires only the number of employees for delineation.

As in previous editions of this report, the statistical unit used in the Exporter Register is the statistical establishment, which represents a unit of production, such as a factory, plant or a head office. A statistical enterprise represents the sum of the statistical establishments under its control.

The industry of the exporting establishment may sometimes be different from the industry of the enterprise. Although this publication attributes exports to the industry of the exporting establishment, data are also given for the top 50 enterprises that export.

This publication conforms to the North American Industry Classification System (NAICS). NAICS is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. It provides common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies.

The Exporter Register provides time-series statistics on exporting establishments and enterprises. Using the Business Register to link statistical entities through time is a complex task because of the frequency of re-organizations, mergers and takeovers, which often impact only the structure of the enterprise and leave the structure of the establishment unaffected. A new enterprise identifier is not always created when the structure of an enterprise changes. Therefore, the most recent structure is allocated throughout the period 1993 to 2003 in the Exporter Register.

As an example, consider two hypothetical enterprises called ABC and YYZ. Enterprise YYZ began exporting in 1993 and was taken over by ABC in 1998. During the takeover, ABC transferred its own business identifier to YYZ. The Exporter Register looks at the most recent data year available on the Business Register and transfers this information to the Exporter Register for all years under consideration. In 2003, YYZ is no longer on the Business Register; only ABC exists. Suppose that ABC also began exporting in 1993. Throughout the time series, ABC would now replace YYZ. Technically, both enterprises co-existed for a period (1993 to 1997); however, because of the data refreshment on the Exporter Register in 2003, only one enterprise (ABC) is recorded as existing from 1993 to 2003.

It is important to note that this situation occurs only at the enterprise level: the establishment identifier number does not usually change during mergers or takeovers. This is the one reason why the establishment level was selected to measure the exporter population.

Another reason for using the establishment as the main statistical unit of measure is that it allows estimation at the provincial/territorial level. An enterprise often operates several establishments. These establishments can be located in more than one province/territory. Since a single establishment operates from one province or territory only, deriving provincial/territorial estimates at the establishment level is more meaningful.

Coverage of the Exporter Register

Merchandise trade transactions for a given year include domestically produced exports as well as re-exports³. The Exporter Register includes only the value of domestically produced exports and covers more than 95% of these domestic exports. The remaining share not covered can be attributed to the following:

- *Very small exporters:* Establishments with annual exports of less than \$30,000 during every year from 1993 to 2003 are outside the scope of the Exporter Register. It can be difficult to identify, track and classify small exporters by business frame because of the infrequency of their exports or the low quality of the source documents. Many of these exporters are unincorporated businesses, individuals or institutions whose export patterns are irregular and difficult to monitor. As a result, exporters with less than \$30,000 in exports for every year from 1993 to 2003 are not included in the Exporter Register.
- *Special trade transactions:* Merchandise exports are a record of commodities that cross the border. Exporters range from large multinational corporations to individuals sending personal effects to another country. The objective of the Exporter Register is to identify Canadian establishments that export.

Therefore it is important to remove all data unrelated to business activity. One way to do this is to eliminate all commodities that would most likely be exported by individuals for personal, non-business use. These commodities are mainly identified in Chapter 99 of the Harmonized Description and Coding System used by the International Trade Division (ITD) of Statistics Canada.

- *Confidential transactions:* Transactions that are allocated to Chapter 99 are not included in the Exporter Register.

For comparative purposes, Table 4.4 contains the Exporter Register value totals and ITD published totals for domestic export values. Table 1.1 outlines a list of the commodities not covered by the Exporter Register.

Table 1.1
Commodities excluded from the Exporter Register

HS Code	Description
9901.00.00	Unclassifiable exports
9902.00.00	Groceries
9903.00.00	Duty-free shop exports
9904.00.00	Goods of U.S. origin returning to the U.S. without undergoing any transformation

Source: The Harmonized Commodity Description and Coding System.

3. *Re-exports represent commodities imported to Canada and exported to another country without being materially transformed. This includes foreign goods withdrawn for export from bonded customs warehouses. This definition does not apply to commodities of United States origin that return to the United States from Canada without being transformed. These goods are coded to HS 9904.00.*

Non-reported trade

Canadian export transactions valued at less than \$2,000 to non-U.S. destinations are not required to be reported to Canada Border Services Agency (CBSA). Therefore, this information does not appear in Statistics Canada's export statistics, and as a result they do not appear on the Exporter Register.

Existing Dimensions of the Exporter Register

The Exporter Register currently disseminates data on the number of exporters and the value of exports by industry grouping, exporter size, province of residence and destination of export. In this edition of the Register, exporters are also grouped by their employment size (for 2003 only). The tables in Section 4 address each of these dimensions separately. Multidimensional tables at aggregated levels are also available. Despite aggregation, not all data in this format can be released because of confidentiality issues.

Some descriptive background information on these dimensions follows.

Industrial classification

The Exporter Register classifies exporters by the North American Industry Classification System (NAICS). Previous versions of the Exporter Register classified exporters by the Standard Industrial Classification for Establishments (SIC-E), which is based on products and relates to the producer, not the exporter. The NAICS system is a comprehensive system encompassing all economic activities.

To illustrate, consider an enterprise ABC that is composed of two separate establishments (situated in different provinces). One establishment (a plant) only produces goods, whereas the other only distributes them. Each establishment has its own NAICS code. If the distributing establishment always acts as the exporter for ABC, then this will be the establishment included in the Exporter Register and the exports will be attributed to the wholesale trade NAICS code.

This can explain why the Wholesale trade industry accounts for such a significant share of exports 11% of total value and 23% of exporting establishments in 2003.

A similar phenomenon holds for the Business services industry. One reason why this industry accounted for 2.6% of the total value of exports and almost 7.5% of exporting establishments in 2003 stems from corporate head offices being listed as the exporter of record. If a corporate head office reports the domestic export, then the NAICS code for the head office (a business services code) is attributed to that exporter.

The Exporter Register covers trade in domestically produced merchandise, but does not include trade in services. However, if a service-producing establishment (e.g., a consultant) exported goods (e.g., office furniture), then this establishment (and the value of the goods exported) would be included on the Exporter Register, yet the NAICS code would be a business services code.

Exporter size

This concept is a key variable in the analysis of the exporting community, given the high proportion of exports by a small proportion of exporters. Each exporting establishment has been assigned to a size class according to the value of its total domestic exports (and employment for 2003 only). Since the 'exporter size' variable refers only to the value of the establishment's exports, it is possible to have a large producer in terms of employment classified as a small exporter in terms of the value of exports.

Employment size

The number of exporting establishments and the value of their exports are also grouped according to employment counts for 2003 only.

Province of residence

The term 'province of residence' represents the province/territory where the exporting establishment is located. 'Province of origin' represents the province/territory where the commodities under consideration are grown, extracted, processed or manufactured.

Statistics Canada's International Trade Division reports merchandise trade statistics by province of origin. The Exporter Register reports exports by province of residence of the exporter. By identifying the exporter we can classify commodities according to the residence of the exporter, rather than the origin of the manufacturer or producer. This is important because manufacturing a commodity is a different activity than exporting one. For example, suppose a commodity is manufactured in Ontario and exported in Nova Scotia. Ontario would be the province of origin reported on the Customs document, despite the fact that the exporter resides in Nova Scotia. The exporter's province of residence is obtained from CBSA. Often, the same establishment performs the production and exporting activities. However when these activities are separated and located in different provinces/territories, the province of origin and province of residence do not coincide.

Table 1.2 shows that Quebec, Manitoba and Alberta have higher percentage shares of total value of exports by province of residence than by province of origin. This indicates that these provinces had slightly more commodity-exporting activities than commodity-producing activities. This may be attributed to wholesaling industries and the activities of head offices. The opposite holds true for the remaining provinces: they showed slightly higher production values than export values.

Table 1.2
Comparing total value of exports by province of residence and province of origin 2003

Province	Residence	Origin
	% of total value	
Newfoundland	0.9	1.4
Prince Edward Island	0.1	0.2
Nova Scotia	1.4	1.4
New Brunswick	2.4	2.4
Quebec	18.2	17.2
Ontario	47.0	47.4
Manitoba	2.8	2.6
Saskatchewan	1.5	2.9
Alberta	17.5	16.0
British Columbia	7.8	8.0
Yukon/N.W.T/Nunavut	0.4	0.5
Total	100.0	100.0

Source: Statistics Canada, International Trade Division Exporter Register.

Note: Yukon, Northwest Territories and Nunavut have been combined for 2003.

Destination

The destination countries or states (of the United States) indicated on Customs documents are used to allocate an establishment's exports. Specific destinations were aggregated to five U.S. regions and to five country groupings.⁴ These groupings are further aggregated to U.S., non-U.S., U.S. only, non-U.S. only, both U.S. and non-U.S., and a total of all countries.

Note that an establishment can export to different destinations and can, therefore, be counted in more than one destination. For this reason, the population counts shown in tables 4.3 and 4.4 do not always add up. For example, adding the exporters who export to U.S. destinations to the exporters who export to non-U.S. destinations will not give the total number of exporters. However summing exporter counts in three aggregates U.S. only, non-U.S. only, and both U.S. and non-U.S. can give the total number of exporters.

4. See table 4.8 for a complete list of inclusions.

Section 2: Analysis

Analytical Overview

In 2003, as Canada was faced with a rising exchange rate, higher energy prices and several trade disputes with the United States, the number of exporters fell. This represents the first such decline in the period covered by the Exporter Register. A total of 43,310 establishments exported merchandise in 2003, down 2.6% from 44,469 in 2002. The value of exports also fell by over \$11 billion (-3%) between 2002 and 2003.

Despite the drop in the number of exporters, the structure of the exporting community remained unchanged. Establishments exporting more than \$25 million annually continued to account for the majority of merchandise exports. In 2003, 3.7% of exporting establishments accounted for 81% of the total value of merchandise exports.

Establishments exporting less than \$1 million annually represented 72% of all exporting establishments, yet they accounted for less than 2% of the total value of merchandise exports in 2003.

Industry Analysis (Tables 4.1, 4.2)

Between 2002 and 2003, the number of exporters fell in both the manufacturing and non-manufacturing sectors. However, almost 85% of the drop in the number of exporters occurred outside the manufacturing sector where every industry reported fewer exporters except the Mining and oil and gas extraction and Business services industries that reported only a marginal increase in the number of exporters. Within manufacturing, 7 of 21 industry groups reported a marginally greater number of exporters while fewer exporters were reported in 14 of 21 industry groups. The Wood products industry reported the largest absolute drop in the number of exporters and the second highest percentage decline in the number of exporters.

The manufacturing sector accounted for almost one-half of all exporters in 2003. However, these exporters accounted for two-thirds of Canada's total merchandise exports that year. Within this sector, the

Machinery and Fabricated metal industries had the largest share of exporters, each accounting for 13% of manufacturing exporters and 6% of all exporters. Outside of the manufacturing sector, the Wholesale trade industry represented the largest portion of exporters, accounting for 23% of all exporters in 2003. Both the number of exporters and the value of exports in this industry fell by 1.5% and 2.8% respectively.

While the number of exporters declined for the first time in the period covered by the Exporter Register, the value of exports has been declining steadily since 2001. In 2003, the decline in the value of exports was concentrated within the manufacturing sector. The value of exports from this sector fell by over \$16 billion, or 6.7%. The value of exports from the non-manufacturing sector rose by over \$5.6 billion in 2003 after a decline of \$10.5 billion in 2002.

Although the overall drop in the value of exports has declined, since 2001, several industry groups performed very well over the 1993 to 2003 period. Within the manufacturing sector, 15 of 21 industry groups more than doubled their value of exports since 1993. Outside the manufacturing sector, 5 of 11 industry groups more than doubled their value of exports since 1993. Only three industries (Beverage and tobacco manufacturing, Leather and Allied product manufacturing and Other⁵) exported less in 2003 than in 1993.

The Transportation equipment manufacturing industry accounted for the largest share of the total value of exports at 24% of merchandise exports in 2003, down from 26% in 2002. Exports from the Computer and electronic product manufacturing industry fell by almost \$900 million in 2003. Between 2000 and 2003, the value of exports from this industry dropped by over \$13 billion or 53%.

5. "Other" includes service industries such as government and education.

Destination of Exports (Tables 4.3, 4.4)⁶

Between 2002 and 2003, the number of exporters fell by 1,159 and the value of exports fell by \$11 billion. However, the number of exporters and the value of exports to the United States both dropped by a larger degree than for the exporter community as a whole. Between 2002 and 2003, the number of exporters to the United States fell by over 1,500 establishments while the value of exports fell by more than \$13 billion. The effects of fewer exporters and lower exports to the United States were partially offset by increases in the number of exporters and the value of exports to non-U.S. destinations. In particular, the number of exporters to the European Union increased by 1,300 additional exporters in 2003 and resulted in an increase of \$1.5 billion in the value of exports to that region.

In every year between 1993 and 2003, over 80% of the value of Canada's merchandise exports was destined to the United States. This percentage increased every year between 1996 and 2002 when it reached a peak of 87% before falling to 85.9% in 2003. Correspondingly, almost 86.6% of all exporters shipped goods to the United States in 2003. This measure has been steadily declining since 1998 where 88% of all exporters shipped goods to the United States. During the period 1993 to 1995, over 90% of all exporters shipped at least some of their exports to the U.S. market.

In 2003, only 64% of all exporters relied on the United States as their only export market. This measure has been steadily declining since 2000 when almost 72% of all exporters shipped goods exclusively to the United States. The value of exports from these exporters reached \$170 billion in 2003 or 49% of Canada's total merchandise exports.

Since 2000, the number of exporters that export to both the United States and non-U.S. destinations has steadily increased. This represents a trend in export destination diversification as exporters who previously relied only on the United States have looked to other foreign markets. This is likely in response to changes in the Canada-U.S. exchange rate. In 2003, 23% of exporters shipped goods to both U.S. and non-U.S. destinations.

Exporter Size (Tables 4.3, 4.4)

Between 2002 and 2003, the number of exporters within each size class fell. The number of establishments exporting \$25 million or more in 2003 fell by over 7% while the number of establishments exporting under \$100,000 in 2003 fell by 2.3%. However, almost 90% of the drop in the value of exports in 2003 is a result of reduced exports by those establishments whose value of exports exceeded \$25 million in 2003. Thus the drop in the number of exporters is distributed throughout all size classes but the drop in the value of exports is concentrated in the largest size classes.

Provincial Analysis (Tables 4.5, 4.6)

In every year between 1993 and 2003, about 90% of all exporting establishments were located in Ontario, Quebec, British Columbia and Alberta. In addition, 90% of the value of Canada's merchandise exports was from exporters in these provinces. In 2003, Ontario accounted for 45% of all Canadian exporters and 47% of Canadian merchandise exports (down from a high of 52.7% in 1999). Quebec follows with 22% of Canadian exporters and these exporters accounted for 18% of merchandise exports. British Columbia ranked third in terms of exporter population (15%) and fourth in terms of exporter value (8%). Conversely, Alberta was home to 8% of Canadian exporters. In 2003, those exporters accounted for 17.5% of merchandise exports.

Average Export Value

Alberta had the highest average value of exporters per exporter due to the relatively low number of exporters and relatively high export value. Newfoundland ranks second in this measure. Table 2.1 highlights the provincial variation in average export value for 2003.

6. This statistic does not account for misallocated trade or undercoverage. See Section 3 for a description of these concepts.

Table 2.1
Average value of exports per exporter, 2003

	(Millions C\$)
Newfoundland	14.6
Prince Edward Island	3.3
Nova Scotia	5.7
New Brunswick	11.1
Quebec	6.7
Ontario	8.3
Manitoba	6.4
Saskatchewan	6.1
Alberta	17.4
British Columbia/Yukon/N.W.T./Nunavut	4.5
Canada	8.0

Source: Statistics Canada, International Trade Division, Exporter Register.

Exporters and Employment (Table 4.7)

Table 4.7 shows the number of exporters and the value of exports when the exporting community is separated into exporter size and employment size groupings. In 2003, almost three-quarters of exporters employed fewer than 50 employees. These exporters accounted for one-quarter of total exports. On the other hand, exporters with more than 200 employees represented only 6% of all exporters yet accounted for almost half of the value of exports. In 2003, one-third of all establishments exported less than \$100,000 and had fewer than 50 employees. The total value of exports from these establishments accounted for less than 1% of total merchandise exports. Fewer than 2% of all exporters had a total export value of more than \$25 million and had 200 or more employees in 2003. These exporters accounted for 46% of the total value of exports.

New Exporters

From 1994 to 2002, new exporters accounted for an average of 10% of all exporters in a given year. In 2003, new exporters accounted for fewer than 5% of all exporters that year. This is the lowest share (and number) of new exporters in any year covered by the Exporter Register. Despite this, the value of exports from new exporters in 2003 exceeded \$2.1 billion but was well below the \$2.8 billion exported by new exporters in 2002.

A distinguishing feature of new exporters over the 1997 to 2002 period is their decreasing reliance on the United States as an export destination. In 1999, over 87% of the value of exports from new exporters was destined for the United States. This measure has steadily declined since 1999 and reached 44% in 2003. Thus, 2003 is the first year that new exporters shipped a greater share of exports to destinations outside of the United States.

The vast majority of new exporters (92% in 2003) export less than \$1 million in their first year of exporting. These exporters accounted for less than 15% of the total value exported by new exporters in 2003.

The manufacturing sector accounted for 30% of all new exporters in 2003 but these exporters accounted for almost 45% of the export value from new exporters. This implies that new exporters in the manufacturing sector are larger than those from outside the manufacturing sector.

Similar to previous years, the Wholesale trade industry continued to account for the largest share of new exporters in 2003. This industry accounted for 34% of all new exporters and 27% of the total export value of new exporters.

The provincial pattern for new exporters follows that of the Canadian exporting community in general. Over 90% of new exporters reside in Ontario, Quebec, British Columbia and Alberta. In 2003, Ontario accounted for 40% of new exporters and 47% of the value of exports from new exporters. Quebec ranked second with 23% of new exporters and 13% of the value of exports from new exporters.

Over 80% of new exporting establishments had fewer than 50 employees; only 2.5% of new exporting establishments had 200 or more employees in 2003. In 2003, almost half of new exporters had fewer than 50 employees and exported less than \$100,000.

Born Global:

In 2003, almost 20% of new exporters were, in fact, new businesses that began exporting during their first year of operation⁷. These exporters accounted for 15% of the value exported by new exporters in 2003. Almost 90% of these exporters had an export value of under \$1 million. Over three-quarters of these exports were destined for the United States compared with 44% of the value of exports from all new exporters.

Exporting Patterns

Almost 30% of all establishments that exported in 2003 also exported merchandise every year between 1993 and 2002. Similarly, 50% of the establishments that exported in 2003 also exported every year between 1998 and 2003. Of these establishments, only 53% had a greater export value in 2003 than in 1998.

Exporter size and exporter experience are positively correlated.

Establishments with a high export value in 2003 were also likely to have the most experience in the export market. In 2003, 85% of all exporters who exported \$25 million or more, exported every year between 1998 and 2003. In contrast, only 31% of those who exported under \$100,000 in 2003 also exported every year from 1998 to 2003.

Almost half of exporters do not resume exporting after five years of inactivity

Data from the Exporter Register suggests that the longer an establishment refrains from exporting, the less likely it is to resume exporting. Of the establishments that stopped exporting in 1998, over 55% resumed exporting during the 1999 to 2003 period. Establishments that stopped exporting in 2000 display a similar pattern. Over 45% of these exporters resumed export activity by 2003. This suggests that many establishments stop exporting temporarily but still remain in business.

A total of 8,107 establishments that exported in 2002 stopped exporting in 2003. In 2002, these exporters accounted for \$4.2 billion in merchandise exports. More than two-thirds of this was destined to the United States. Over 95% of establishments that stopped exporting in 2003 had an export value of less than \$100,000 in 2002. Also, 85% of these establishments had fewer than 50 employees in 2002.

7. This refers to the year that the establishment was added to the Statistics Canada Business Register.

Enterprises

The Exporter Register focuses on the establishment as the statistical unit of measure and all data tables in Section 4 are establishment-based. As outlined in Section 1, the enterprise is another useful statistical unit of measure. A statistical enterprise is identified by a complete (consolidated) set of financial statements and its value of exports is defined as the sum of the exports of all its associated establishments. This section provides a brief overview of the exporter community at the enterprise level and provides a summary of the exporting trends for the 50 largest exporting enterprises.

In 2003, the Canadian exporter community consisted of 43,310 exporting establishments. These establishments were represented by 34,574 statistical enterprises.

For the purposes of the Exporter Register, these enterprises are classified as one of three types of enterprises.

- Single-establishment, single exporter enterprises: in this case, the enterprise consists of only one establishment and that establishment exported merchandise.
- Multi-establishment, single exporter enterprises (Type I): in this case, the enterprise consists of numerous establishments yet only one of these establishments exported merchandise.
- Multi-establishment, multi-exporter (Type II): in this case, the enterprise consists of numerous establishments and more than one of these establishments exported merchandise.

In 2003, more than 87% of exporting enterprises were single-establishment enterprises. These enterprises accounted for 22% of exports. Hence, almost 13% of exporting enterprises were classified as multi-establishment enterprises. Type I enterprises represented 8% of exporting enterprises and 11% of exports. Type II enterprises represented almost 5% of exporting enterprises and 67% of exports.

In every year between 1993 and 2003, the fifty largest exporting enterprises accounted for an average of 47% of total exports. The share has ranged from 50% in 2000 but has declined steadily since then to reach 45% in 2003.

The Transportation equipment industry held the largest share of export value in every year under consideration in the Exporter Register. This industry accounted for 24% in 2003, compared with 26% in 2002. Exports from this industry accounted for 47% of the export value of the top 50 enterprises in 2003.

Section 3: Methodology and Data Quality

This section explains the basic methodology used to estimate the number of exporters by industry (NAICS), exporter size, province of residence, destination and number of employees (for 2003 only). Essentially, there are two fundamental parts involved in this process: the data linkage process and the estimation of the unlinked portion of documents.

Part 1

Data Linkage Process

Statistics Canada obtains trade data from two main sources: U.S. Customs documents and Canada Border Services Agency (CBSA) documents.

In 1990, a Memorandum of Understanding (MOU) was signed between Canada and the United States to exchange import data. Through this MOU, each country obtains a comprehensive list of exports to the other country. This is currently the largest source of export data in Canada. All remaining data on Canadian commodity exports destined for consumption in countries other than the United States are obtained from CCRA documents. The data from the two different sources are processed differently during the linkage process.

Step 1. Validate the exporter.

Exports to the United States: According to the Exporter Register, exports to the United States accounted for over 85% of the value of Canada's annual domestic exports in 2003. Each U.S. Customs document contains a vendor identification (ID) code. This code is constructed using the name and address of the Canadian exporter.

For each vendor ID code, it is necessary to:

- **standardize:** Each initial vendor ID code is assigned two codes. The first is a revised/standardized municipality, based on the Statistics Canada (STC) municipality library. The second is a revised/standardized province code (two-digit STC numeric code); and

- **unduplicate:** Each initial vendor ID code (for a unique exporter and location) is linked to a single standard identification code for each vendor.

The duplication problem arises because the descriptive information (namely, vendor name and address) is not a standardized field on the U.S. Customs document. For example, the municipality of *ST JOHNS* (as it is written in the STC municipality library) in Newfoundland (standardized province is *10*) has been reported in a number of ways, including *Saint Johns*, *St. Johns*, *St. John's*, *Saint John*, *Saint Jean* and *St Jean*, while the province has been reported as *newfoundland*, *Nfld*, *Terre Neuve*, and *TN*.

This makes any automated linkage exercise very difficult, because each different spelling or listing is considered a different item. So, an initial automated processing of the file is performed using the Postal Address Analysis System at Statistics Canada. This generalized application attempts to rearrange a freeform address into standardized positioned components.

Exports to destinations other than the United States: According to the Exporter Register exports to non-U.S. destinations accounted for about 15% of the value of Canada's total domestic exports in 2003.

Within each record, an exporter ID code is attached. Unlike documents for exports to the United States, the exporter ID code can come from various sources. The exporter ID can be a payroll deduction number, a Customs and Excise number or, since 1997, a business number. However, in many cases, the exporter ID field is not completed. In such instances, a 'dummy' STC code is assigned, and then the name and address information is captured and stored. Each of the previously mentioned codes also has a repository of names and addresses.

For each exporter ID code, it is necessary to

- standardize: Each initial exporter ID code is assigned a revised/standardized municipality, based on the STC municipality library, and a revised/standardized province (two-digit STC numeric code); and
- unduplicate: Each initial exporter ID code for a single exporter and location is linked to a unique revised exporter ID code.

As with exports to the United States, the present descriptive information (name and address) is not standardized. Again, an initial automated processing of the file is performed using the Postal Address Analysis System.

Step 2: Link exports to U.S. destinations and exports to non-U.S. destinations by name and address of the exporter.

After the standardizing and unduplicating processes are completed, it is then possible to aggregate exports by unique exporter at the location level. This process delivers a concordance file containing many initial ID codes for U.S. and non-U.S. destinations linked to one standardized exporter ID.

Step 3: Link unduplicated exporter information.

The final step is to ensure a proper linkage between the Business Register and the new file of exporters created for the Exporter Register.

Non-residents: Where feasible, exports by non-residents are allocated to their Canadian subsidiaries. When no Canadian subsidiary exists, non-residents are considered unlinked and Canadian exporters are estimated during the estimation process. For example, if a U.S. corporation is listed as the exporter of record on the Customs documentation for a given domestic export from Canada, then the corporation's Canadian subsidiary, not the U.S. establishment, will be linked as the exporter.

Part 2

Estimation of the Unlinked Portion

A relatively small but significant portion of the documents was not successfully linked to the Business Register. Therefore, based on the linked portion alone, the number of exporters underestimates the true size of the exporting community. Moreover, the linked portion cannot provide consistent estimates when the linkage rate changes over time. This is the case for exports to countries other than the United States, where the proportion of unlinked documents shrank from an average of about 45% between 1993 and 1995 down to around 10% between 1996 and 2002. By contrast, coverage for U.S. destinations was high and relatively constant from 1993 to 2002.

The number of exporting establishments and the value of their exports were estimated for the unlinked portion, in order to provide a more complete and reliable picture of the exporting community.

The estimation methodology first uses the patterns of the linked portion to provide estimates for the unlinked portion, and then follows these steps:

Step 1. Estimate the export value of the unlinked portion by NAICS industry, exporter size, employee class (for 2003 only), province and trading area.

First, for 1997 to 1999, the estimated total value of non-captured documents is distributed to commodities, provinces and destinations, for inclusion in the estimates as part of the unlinked portion. These non-captured documents show exports of less than \$10,000 in value to non-U.S. destinations. This is done using the distribution of the value observed in similar recorded transactions within the linked portion of exports to non-U.S. destinations. All documents were captured in 2003 regardless of destination or export value.

Second, the export value of the unlinked portion is distributed by NAICS industry, exporter size and employment (for 2003 only) based on observed patterns in the linked portion.

For example, in the Fruit and other vegetable farms industry, if the export values of apples in documents of \$30,000 to \$100,000 has been equally reported by establishments of two sizes (\$30,000 to \$99,999 and \$100,000 to \$999,999) in the linked portion, then the value of the exported apples in an unlinked \$50,000 document would be distributed equally between these two exporter sizes in this industry.

Third, the province of origin reported on the unlinked documents is used to approximate the province of residency of the exporters.

Fourth, the destination reported on the unlinked portion by NAICS industry, size and employee class (for 2003 only) is distributed to various trading area combinations based on the linked patterns. For example, exports to Japan of \$30,000 to \$100,000 from the Fruit and other vegetable farms industry would be equally distributed to 'Japan only' and 'Japan and Mexico', if this were the pattern observed in the linked portion. This is necessary because an exporter can export to multiple countries. Therefore, summing the number of exporters by destination will not yield the accurate number of exporters. The distribution by trading area combination tries to split exports by 'unique exporters', where the sum of exporters by these trading area combinations equals the total number of exporters.

Step 2. Calculate the average exports per establishment for each industry, exporter size and employee class (for 2003 only) in the linked portion.

It is assumed that this average should be the same for a given industry, size and employee class (for 2003 only) across provinces and destinations. The geometric mean formula has been used because of the uneven distribution of exports by establishment. Namely, there is a much greater number of smaller exporting establishments than larger ones.

Step 3. Estimate the number of exporters by NAICS industry, size, employee class (for 2003 only), province and destination.

To obtain counts of exporting establishments, divide the exports (sorted by NAICS industry, size, and province and trading area combination, as well as by employee class for 2003 only), by the average export value per establishment and size.

Estimates of the population counts by destination are obtained by adding all the trading area combinations for each destination in which the unlinked portion is involved. For example, for Japan, to obtain the total number of unlinked exporters of size \$30,000 to \$100,000 for the Fruit and other vegetable farms industry, add the count of 'Japan only' plus 'Japan and Mexico;' for Mexico, add 'Mexico only' plus 'Japan and Mexico.' In this way, the exporter exporting to both Mexico and Japan is counted as exporting to both countries.

This methodology is applied at an aggregation level that balances homogeneity of the aggregates and reliability (minimum of observations). The most detailed level of industry classification available for establishments was the six-digit NAICS. To ensure a minimum number of exporters in the linked portion, establishments were aggregated to the four-digit NAICS level (or higher in some cases) to form 137 industry classes.

The exporter size, employment class (for 2003 only) and destination categories used in the tables of this publication were the same as those used for aggregation. The province and territory categories were used without aggregation. At this level of aggregation, estimated counts were rounded to the closest integer value.

In cases where unlinked documents did not have the corresponding patterns in the linked portion at the detailed level, the closest pattern available was used. For example, if the linked establishments did not export apples, then the exports of 'unlinked apples' was distributed according to the distribution of a more aggregated HS (Harmonized Description and Coding System) class for apples.

Results

The estimated counts for the unlinked portion represent 14% of the total number of exporters from 1993 to 1995, and 6% from 1996 to 2003. This is similar to the proportions of unlinked documents over the same periods. The proportion of unlinked value is only about 5% from 1993 to 1995, and about 2% from 1996 to 2002. This reflects the fact that low-value documents are more likely to be unlinked and, therefore, are more likely to be associated with smaller establishments with a lower average value of exports.

Potential Sources of Error

The unique nature of the source data in the Exporter Register lends itself to unique potential sources of error. The following are the most prominent sources of error:

- incorrect classification of commodities
- incorrect identification of destination or origin (a trade misallocation - for example, some exports are reported as going to the United States, when in fact they are only travelling through the United States on their way to another country)

- trade undercoverage (occurs when exporting establishments do not file export documents)
- incorrect valuation of exports
- data capture errors
- incorrect data linkages (owing to clerical errors or poorly reported information).

Linkage Rates

The most appropriate data quality measure for these data is the linkage rates of the population. For the period 1996 to 2002, these rates indicate that, on average, 96% of the documents and 98% of the export value destined for the United States were linked to a valid establishment. Similarly, for the same period, on average 89% of the Customs documents and 96% of the value bound for non-U.S. destinations were linked. It is noteworthy that the low linkage rates in the period 1993 to 1995 are due to a lack of captured information. Table 3.1 highlights the annual linkage rates.

Table 3.1
Data linkage rates, 1995 to 2003

	1995	1996	1997	1998	1999	2000	2001	2002	2003
Data type					%				
Document (U.S.)	96.8	97.3	97.1	96.8	96.5	96.3	96.0	94.0	90.7
Value (U.S.)	98.2	98.6	98.6	98.7	98.6	98.5	98.1	96.1	92.9
Document (non-U.S.)	53.5	93.2	93.7	92.6	93.3	81.6	91.9	90.6	80.5
Value (non-U.S.)	82.4	96.8	96.5	96.4	97.2	97.1	96.2	96.0	84.2
Document (total)	89.0	93.2	96.6	96.3	96.1	94.4	95.5	93.5	89.0
Value (total)	94.8	98.3	98.2	98.4	98.4	98.3	97.9	96.1	91.7

Source: Statistics Canada, International Trade Division, Exporter Register.

Note: 1993 and 1994 data available upon request.

Data Quality of Unlinked Establishments

There are two main sources of error to consider:

Biases: The main problem with these estimates relates to biases in the linked portion patterns. The most important bias stems from the assumption that the average export value per establishment is the same in both the linked and unlinked portions. This assumption means that the unlinked documents are not related to establishments already in the linked portion. However, an unknown proportion of unlinked documents is indeed related to linked establishments. This implies that the number of establishments corresponding to the unlinked portion is overestimated.

This overestimation is not believed to be too serious and is partially offset by a second source of bias. The larger establishments tend to be matched more effectively to the Business Register.

This increases the average exports per establishment in the linked portion, and thus creates a downward bias in the population estimates. This was more prevalent in the period 1993 to 1995 for low-value export documents to non-U.S. destinations.

Variance: If the observed exports per establishment in the linked portion vary a lot between establishments within the same group, the resulting estimates are likely to be less reliable. Therefore, the variance of the population estimates is directly related to the variance of the exports per establishment within establishment groupings. For 2003, the coefficient of variation of exports (after logarithmic transformation) by industry, exporter size, employee class, province and destination was less than 1% for 97% of the groups.

Section 4: Statistical Tables

Table 4.1
Exporter population, by industry grouping, 1995 to 2003

Industry groupings (NAICS) ¹	Number of exporters (establishments)								
	1995	1996	1997	1998	1999	2000	2001	2002	2003
Agriculture, forestry, fishing and hunting	2,009	2,059	2,148	2,196	2,172	2,381	2,412	2,448	2,238
Mining and oil and gas extraction	390	407	426	403	418	448	493	459	505
Utilities	44	53	57	51	56	65	58	63	52
Construction	687	831	895	897	1,012	1,072	1,114	1,117	1,059
Manufacturing (total)	17,959	18,061	18,832	19,275	19,738	20,294	20,441	20,843	20,690
Food	1,450	1,401	1,476	1,482	1,486	1,534	1,538	1,543	1,520
Beverage and tobacco products	142	139	146	143	137	134	142	172	184
Textile mills	243	236	246	256	264	268	264	283	253
Textile product mills	259	256	263	269	290	290	292	290	278
Clothing	788	797	831	868	902	926	923	912	887
Leather and allied products	164	166	170	181	174	164	162	151	144
Wood products	1,186	1,256	1,300	1,306	1,374	1,422	1,401	1,416	1,345
Paper	521	534	541	574	565	583	597	612	595
Printing and related support activities	648	663	702	689	734	748	770	804	789
Petroleum and coal products	111	105	103	106	102	105	110	108	112
Chemicals	1,047	1,023	1,072	1,075	1,107	1,106	1,105	1,108	1,139
Plastic and rubber products	1,333	1,344	1,427	1,469	1,487	1,527	1,560	1,581	1,598
Non-metallic mineral products	507	495	518	545	549	570	577	597	563
Primary metal	396	397	409	414	411	421	415	444	440
Fabricated metal products	2,206	2,217	2,321	2,416	2,479	2,580	2,608	2,627	2,626
Machinery	2,368	2,369	2,443	2,511	2,551	2,603	2,612	2,686	2,751
Computer and electronic products	1,115	1,112	1,170	1,181	1,198	1,206	1,202	1,260	1,245
Electrical equipment, appliances and components	567	581	596	611	622	637	671	654	640
Transportation equipment	1,062	1,056	1,079	1,102	1,121	1,188	1,201	1,217	1,234
Furniture and related products	816	892	947	1,013	1,073	1,109	1,131	1,134	1,135
Miscellaneous manufacturing	1,030	1,022	1,072	1,064	1,112	1,173	1,160	1,244	1,212
Wholesale trade	8,571	9,689	9,969	9,888	10,004	10,021	10,062	10,030	9,871
Retail trade	1,462	1,673	1,640	1,768	2,055	2,105	2,203	2,381	2,035
Transportation and warehousing	1,124	1,187	1,232	1,432	1,382	1,495	1,421	1,384	1,226
Information and cultural industries	507	548	544	549	542	557	552	503	477
Finance and insurance	731	829	873	890	896	938	940	852	807
Business services	2,314	2,591	2,819	2,894	2,947	3,116	3,204	3,212	3,255
Other ²	994	993	1,053	1,021	1,118	1,166	1,237	1,177	1,095
Exporter Register total	36,792	38,921	40,488	41,264	42,340	43,658	44,137	44,469	43,310

1. Refer to Note to users (Table 4.9) for a complete list of inclusions.

2. Includes service industries such as government and education.

Note: 1993 and 1994 data available upon request.

Source: Statistics Canada, International Trade Division, Exporter Register.

Table 4.2
Value of exports, by industry grouping, 1995 to 2003

Industry groupings (NAICS) ¹	Value of domestic exports (C\$ millions)								
	1995	1996	1997	1998	1999	2000	2001	2002	2003
Agriculture, forestry, fishing and hunting	2,959	3,510	3,773	3,696	3,815	4,401	4,547	5,252	4,394
Mining and oil and gas extraction	10,469	11,977	12,433	10,490	10,762	16,082	14,882	18,159	18,265
Utilities	5,191	5,857	6,018	5,048	6,005	9,422	7,304	5,087	3,678
Construction	964	461	446	506	564	744	912	977	763
Manufacturing (total)	166,381	172,120	188,356	208,882	236,567	261,414	245,243	247,606	230,921
Food	5,643	6,800	8,057	8,856	9,760	10,566	11,808	12,410	12,158
Beverage and tobacco products	1,018	1,175	1,307	1,421	1,448	1,341	1,474	1,329	1,281
Textile mills	946	1,202	1,474	1,623	1,717	1,843	1,983	1,939	1,780
Textile product mills	459	503	513	603	701	762	766	900	814
Clothing	1,072	1,341	1,662	2,037	2,204	2,333	2,153	2,163	1,980
Leather and allied products	285	273	290	282	253	236	253	236	198
Wood products	11,459	11,283	12,041	12,731	14,641	14,905	14,485	14,427	13,626
Paper	17,685	15,790	15,182	16,552	17,672	20,063	19,464	18,132	16,526
Printing and related support activities	839	943	1,077	1,303	1,461	1,689	1,833	1,960	1,853
Petroleum and coal products	3,140	3,620	3,059	2,392	3,001	4,125	5,199	5,158	6,527
Chemicals	8,857	9,180	10,869	11,576	12,454	14,909	15,090	15,248	15,339
Plastic and rubber products	5,831	6,280	7,045	7,981	8,934	9,967	10,282	11,311	11,086
Non-metallic mineral products	1,686	1,879	2,084	2,249	2,476	2,435	2,454	2,511	2,402
Primary metal	14,897	14,576	15,826	16,824	16,289	17,642	17,182	18,435	16,982
Fabricated metal products	5,706	6,268	6,644	7,698	8,476	9,250	9,374	9,833	9,130
Machinery	7,651	8,342	9,450	11,068	11,431	12,964	13,197	13,422	12,338
Computer and electronic products	9,537	10,200	11,087	12,593	15,953	25,430	15,152	12,746	11,863
Electrical equipment, appliances and components	2,412	2,739	3,311	3,860	4,867	6,366	5,283	3,950	3,399
Transportation equipment	63,305	64,912	71,383	79,987	95,093	94,945	89,445	92,419	83,180
Furniture and related products	1,937	2,407	3,098	3,974	4,723	5,432	5,249	5,274	4,754
Miscellaneous manufacturing	2,016	2,405	2,898	3,269	3,016	4,211	3,121	3,804	3,704
Wholesale trade	31,582	34,629	37,738	35,843	34,460	39,379	42,743	40,707	39,536
Retail trade	965	1,057	1,037	1,114	1,452	1,659	1,950	2,038	1,669
Transportation and warehousing	5,147	4,934	5,578	4,731	7,489	11,634	14,502	10,404	15,494
Information and cultural industries	433	497	400	529	566	611	707	619	470
Finance and insurance	8,871	10,973	11,948	12,375	12,785	19,937	22,474	17,011	22,070
Business services	8,669	8,897	9,276	8,889	9,077	10,733	9,490	9,285	9,195
Other ²	2,674	2,256	1,964	1,785	2,236	2,356	2,506	2,017	1,687
Exporter Register total	244,308	257,168	278,966	293,889	325,780	378,374	367,260	359,164	348,143

1. Refer to *Note to users* (Table 4.9) for a complete list of inclusions.

2. Includes service industries such as government and education.

Note: 1993 and 1994 data available upon request.

Source: Statistics Canada, International Trade Division, Exporter Register.

Table 4.3
Exporter population, by destination and size, 1995 to 2003

Destination region	Number of exporters (establishments)								
	1995	1996	1997	1998	1999	2000	2001	2002	2003
U.S. (total)	33,350	33,006	34,865	35,836	37,270	38,784	39,076	39,066	37,508
Eastern seaboard ¹	21,699	21,483	22,981	23,600	24,489	25,275	25,256	25,644	25,277
Industrial heartland ¹	17,033	16,829	18,151	18,740	19,441	20,227	20,448	20,795	20,723
Midwest ¹	15,206	15,297	16,556	17,376	17,974	18,897	19,175	19,665	19,478
Southeast ¹	12,576	12,681	13,759	14,323	14,911	15,549	15,671	15,956	16,201
West ¹	15,051	15,038	16,121	16,915	17,601	18,524	18,562	18,896	18,683
Non-U.S. (total)	9,730	14,644	13,493	13,071	12,601	12,293	12,837	13,818	15,563
European Union ¹	4,863	7,682	6,615	6,765	6,616	6,375	6,790	7,277	8,613
Japan	2,040	2,750	2,560	2,384	2,241	2,228	2,331	2,468	2,939
Mexico	470	738	574	620	684	724	827	1,094	1,413
South America ¹	1,543	2,198	2,087	2,179	1,911	1,817	1,948	1,936	2,423
Other ¹	6,612	10,176	9,111	8,551	8,241	7,974	8,602	9,582	11,244
U.S. only	27,062	24,277	26,995	28,193	29,739	31,365	31,300	30,651	27,747
Non-U.S. only	3,442	5,915	5,623	5,428	5,070	4,874	5,061	5,403	5,802
Both U.S. and non-U.S.	6,288	8,729	7,870	7,643	7,531	7,419	7,776	8,415	9,761
Exporter Register total	36,792	38,921	40,488	41,264	42,340	43,658	44,137	44,469	43,310
Exporter size									
Less than \$30,000	7,709	8,564	8,356	7,664	7,574	7,276	7,253	6,987	6,810
\$30,000 to \$99,999	8,091	8,112	8,506	8,376	8,767	9,589	9,588	9,634	9,349
\$100,000 to \$999,999	12,296	12,823	13,439	14,317	14,559	14,751	15,002	15,305	15,053
\$1,000,000 to \$4,999,999	5,058	5,357	5,824	6,230	6,509	6,747	6,861	6,995	6,910
\$5,000,000 to \$24,999,999	2,467	2,784	2,987	3,161	3,355	3,623	3,729	3,783	3,544
Greater than \$25,000,000	1,171	1,281	1,376	1,516	1,576	1,672	1,704	1,765	1,644
Exporter Register total	36,792	38,921	40,488	41,264	42,340	43,658	44,137	44,469	43,310
% share									
Less than \$30,000	21.0	22.0	20.6	18.6	17.9	16.7	16.4	15.7	15.7
\$30,000 to \$99,999	22.0	20.8	21.0	20.3	20.7	22.0	21.7	21.7	21.6
\$100,000 to \$999,999	33.4	32.9	33.2	34.7	34.4	33.8	34.0	34.4	34.8
\$1,000,000 to \$4,999,999	13.7	13.8	14.4	15.1	15.4	15.5	15.5	15.7	16.0
\$5,000,000 to \$24,999,999	6.7	7.2	7.4	7.7	7.9	8.3	8.4	8.5	8.2
Greater than \$25,000,000	3.2	3.3	3.4	3.7	3.7	3.8	3.9	4.0	3.8
Exporter Register total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1. Refer to Note to users (Table 4.8) for a complete list of inclusions.

Note: The categories 'U.S. (total)' and 'Non-U.S. (total)' will not add up to the 'Exporter Register total' because an exporter can be included in both destination totals. The categories 'U.S. only,' 'Non-U.S. only' and 'Both U.S. and non-U.S.' will add up to the 'Exporter Register total.'

Note: 1993 and 1994 data available upon request.

Source: Statistics Canada, International Trade Division, Exporter Register.

Table 4.4
Value of domestic exports, by destination and size, 1995 to 2003

	Value of domestic exports (C\$ millions)								
	1995	1996	1997	1998	1999	2000	2001	2002	2003
U.S. (total)	192,336	206,657	226,964	247,565	282,240	328,141	319,109	312,307	298,951
Eastern seaboard ¹	50,027	56,323	63,047	72,485	82,063	92,311	83,452	78,412	75,638
Industrial heartland ¹	87,836	88,735	94,030	96,506	108,047	121,989	119,511	122,694	115,541
Midwest ¹	23,429	28,205	30,593	30,829	33,739	44,395	42,591	43,826	42,289
Southeast ¹	12,587	13,530	15,037	17,586	20,088	23,746	23,859	23,924	22,545
West ¹	18,455	19,864	24,257	30,158	38,303	45,700	49,695	43,450	42,939
Non-U.S. (total)	51,973	50,511	52,003	46,324	43,540	50,233	48,151	46,857	49,192
European Union ¹	16,057	15,033	14,693	15,291	14,925	18,082	17,123	16,009	17,507
Japan	11,969	11,149	11,150	8,611	8,300	8,955	8,068	8,190	7,924
Mexico	1,119	1,214	1,225	1,393	1,534	1,917	2,334	2,258	2,144
South America ¹	2,882	3,151	3,761	3,236	2,398	2,775	2,594	2,103	2,048
Other ¹	19,945	19,964	21,175	17,794	16,382	18,503	18,034	18,297	19,568
U.S. only	134,889	111,289	132,850	130,137	142,697	172,410	186,566	156,892	170,553
Non-U.S. only	15,119	15,877	20,969	17,676	15,116	14,600	14,478	14,323	13,580
Both U.S. and non-U.S.	94,300	130,002	125,148	146,075	167,967	191,364	166,216	187,949	164,010
Exporter Register total	244,308	257,168	278,966	293,889	325,780	378,374	367,260	359,164	348,143
Published total²	246,390	259,295	280,034	297,509	331,748	385,678	375,230	365,291	354,098
Exporter size									
Less than \$30,000	88	102	104	101	102	97	97	93	86
\$30,000 to \$99,999	473	476	500	493	518	560	562	559	550
\$100,000 to \$999,999	4,359	4,624	4,862	5,142	5,322	5,373	5,473	5,598	5,534
\$1,000,000 to \$4,999,999	11,928	12,505	13,684	14,771	15,488	16,037	16,395	16,537	16,691
\$5,000,000 to \$24,999,999	28,300	31,447	33,813	35,492	37,937	41,143	42,399	42,592	41,346
Greater than \$25,000,000	199,160	208,014	226,003	237,891	266,414	315,164	302,333	293,785	283,936
Exporter Register total	244,308	257,168	278,966	293,889	325,780	378,374	367,260	359,164	348,143
% share									
Less than \$30,000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
\$30,000 to \$99,999	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2
\$100,000 to \$999,999	1.8	1.8	1.7	1.7	1.6	1.4	1.5	1.6	1.6
\$1,000,000 to \$4,999,999	4.9	4.9	4.9	5.0	4.8	4.2	4.5	4.6	4.8
\$5,000,000 to \$24,999,999	11.6	12.2	12.1	12.1	11.6	10.9	11.5	11.9	11.9
Greater than \$25,000,000	81.5	80.9	81.0	80.9	81.8	83.3	82.3	81.8	81.6
Exporter Register total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1. Refer to Note to users (Table 4.8) for a complete list of inclusions.

2. Published totals are the Canadian dollar values from Statistics Canada, International Trade Division's Total Domestic Exports. Differences from the value of the Exporter Register total are due to the exclusions outlined in Section 1.

Note: 1993 and 1994 data available upon request.

Note: The categories 'U.S. (total)' and 'Non-U.S. (total)' will not add up to the 'Exporter Register total' because an exporter can be included in both destination totals. The categories 'U.S. only,' 'Non-U.S. only' and 'Both U.S. and non-U.S.' will add up to the 'Exporter Register total.'

Source: Statistics Canada, International Trade Division, Exporter Register.

Table 4.5
Exporter population, by province of residence, 1995 to 2003

Province of residence	Number of exporters (establishments)								
	1995	1996	1997	1998	1999	2000	2001	2002	2003
Newfoundland and Labrador	167	206	200	188	207	216	212	218	212
Prince Edward Island	139	136	130	143	159	157	153	153	134
Nova Scotia	778	862	861	828	893	914	907	910	855
New Brunswick	747	741	769	788	785	809	836	826	750
Quebec	7,752	8,319	8,735	8,826	9,108	9,463	9,536	9,520	9,466
Ontario	17,396	18,085	18,772	19,161	19,444	19,631	19,676	20,005	19,665
Manitoba	1,306	1,336	1,400	1,433	1,428	1,531	1,570	1,619	1,517
Saskatchewan	762	790	799	806	816	896	917	903	834
Alberta	2,547	2,867	3,050	3,166	3,407	3,632	3,757	3,811	3,506
British Columbia ¹	5,198	5,579	5,772	5,925	6,093	6,409	6,573	6,504	6,371
Yukon ¹	x	x	x	x	x	x	x	x	x
Northwest Territories ²	x	x	x	x	x	x	x	x	x
Nunavut ²	x	x	x	x	x
Canada	36,792	38,921	40,488	41,264	42,340	43,658	44,137	44,469	43,310

1. Yukon and Northwest Territories have been combined with British Columbia for the years 1993 and 1997 to 2003.

2. Nunavut is combined with the Northwest Territories for 1999 to 2003.

x indicates confidential data

... Figures not applicable.

Source: Statistics Canada, International Trade Division, Exporter Register.

Province of residence

Table 4.6
Value of domestic exports, by province of residence, 1995 to 2003

Province of residence	Value of domestic exports (C\$ millions)								
	1995	1996	1997	1998	1999	2000	2001	2002	2003
Newfoundland and Labrador	1,012	1,537	1,605	1,456	1,836	2,445	2,502	3,443	3,091
Prince Edward Island	315	309	328	464	514	515	458	514	448
Nova Scotia	2,949	3,153	3,760	3,749	4,243	4,568	4,850	5,053	4,915
New Brunswick	4,812	4,933	5,082	5,028	5,694	7,000	8,227	8,093	8,310
Quebec	46,125	47,103	51,196	57,672	62,063	72,407	67,616	66,385	63,183
Ontario	123,141	129,053	141,550	152,811	171,770	181,220	175,393	177,813	163,779
Manitoba	6,870	8,714	8,552	8,349	9,945	11,013	10,533	10,560	9,696
Saskatchewan	4,097	3,958	4,269	4,567	5,005	5,907	5,308	5,944	5,061
Alberta	25,346	30,315	32,152	29,841	34,216	57,802	60,788	52,624	60,936
British Columbia ¹	29,639	28,091	30,473	29,952	30,493	35,499	31,586	28,734	28,722
Yukon ¹	x	x	x	x	x	x	x	x	x
Northwest Territories ²	x	x	x	x	x	x	x	x	x
Nunavut ²	x	x	x	x	x
Canada	244,308	257,168	278,966	293,889	325,780	378,374	367,260	359,164	348,143

1. Yukon and Northwest Territories have been combined with British Columbia for the years 1994 and 1996 to 2003.

2. Nunavut is combined with the Northwest Territories for 1999 to 2003.

x indicates confidential data

... Figures not applicable.

Source: Statistics Canada, International Trade Division, Exporter Register.

Note: 1993 and 1994 data available upon request.

Table 4.7
Number of exporters and value of exports, by employee class and exporter size, Canada, 2003

Exporter size	Employee class				Grand total
	Less than 50	50 to 99	100 to 199	200 and over	
Number of exporters (establishments)					
Less than \$30,000	5,572	634	359	245	6,810
\$30,000–\$99,999	7,942	770	399	238	9,349
\$100,000–\$999,999	12,037	1,705	872	439	15,053
\$1,000,000–\$4,999,999	4,261	1,469	831	349	6,910
\$5,000,000–\$24,999,999	1,159	862	902	621	3,544
Greater than \$25,000,000	306	198	322	818	1,644
Grand total	31,277	5,638	3,685	2,710	43,310
Value of exports (C\$ millions)					
Less than \$30,000	71	8	4	3	86
\$30,000–\$99,999	462	47	25	16	550
\$100,000–\$999,999	4,231	747	372	186	5,534
\$1,000,000–\$4,999,999	9,548	3,842	2,302	999	16,691
\$5,000,000–\$24,999,999	11,178	9,334	11,042	8,792	41,346
Greater than \$25,000,000	62,241	41,306	21,500	158,890	283,936
Grand total	88,731	55,283	35,244	168,885	348,143

Source: Statistics Canada, International Trade Division, Exporter Register.

Appendix: Notes to Users

Table 4.8
Export Destination Groupings

U.S. groupings				
Eastern Seaboard	Industrial Heartland	Midwest	Southeast	West
Connecticut	Illinois	Colorado	Alabama	Arizona
Delaware	Indiana	Iowa	Arkansas	Alaska
District of Columbia	Kentucky	Idaho	Florida	California
Maine	Michigan	Kansas	Georgia	Hawaii
Maryland	Ohio	Minnesota	Louisiana	Oregon
Massachusetts	Wisconsin	Missouri	Mississippi	Nevada
New Hampshire		Montana	Puerto Rico	Washington
New Jersey		North Dakota	South Carolina	
New York		Nebraska	Tennessee	
North Carolina		New Mexico	U.S. Virgin Islands	
Pennsylvania		Oklahoma		
Rhode Island		South Dakota		
Vermont		Texas		
Virginia		Utah		
West Virginia		Wyoming		
Non-U.S. groupings				
European Union	South America	Other		
Andorra	Argentina	This category comprises 203 countries not already listed in other categories		
Austria	Bolivia			
Belgium	Brazil			
Germany	Chile			
Denmark	Columbia			
Spain	Ecuador			
Finland	Falkland Islands			
Faeroe Islands	French Guyana			
France	Guyana			
Greece	Peru			
Ireland	Paraguay			
Italy	Surinam			
Luxembourg	Uruguay			
Monaco	Venezuela			
Netherlands				
Portugal				
Sweden				
San Marino				
United Kingdom				
Vatican City				

Table 4.9
Industry groupings

Industry groupings	Corresponding NAICS code
Agriculture, forestry, fishing and hunting	11
Mining and oil and gas extraction	21
Utilities	22
Construction	23
Manufacturing	31–33
Food	311
Beverage and tobacco products	312
Textile mills	313
Textile product mills	314
Clothing	315
Leather and allied products	316
Wood products	321
Paper	322
Printing and related support activities	323
Petroleum and coal products	324
Chemicals	325
Plastic and rubber products	326
Non-metallic mineral products	327
Primary metal	331
Fabricated metal products	332
Machinery	333
Computer and electronic products	334
Electrical equipment, appliances and components	335
Transportation equipment	336
Furniture and related products	337
Miscellaneous manufacturing	339
Wholesale trade	41
Retail trade	44–45
Transportation and warehousing	48–49
Information and cultural industries	51
Finance and insurance	52–53
Business services	54–56
Other	61–91

Source: North American Industry Classification System.

Glossary

Business Number (BN)

The Business Number (BN) was introduced by Revenue Canada (now the Canada Customs and Revenue Agency or CCRA) in 1994 as a means of integrating all of the Revenue Canada programs (accounts) under one common identifier (number). Hence, each enterprise/business entity receives an identification number that is used by the enterprise to report its financial data on goods and services tax (GST), Customs (import/export), corporate taxes (T2) and source deductions (payroll deduction accounts PD). The BN replaces the PD/T2 numbers from Revenue Canada.

Business Register (BR)

The BR is a structured listing of businesses engaged in the production of goods and services in Canada. This register includes incorporated businesses, unincorporated businesses, commercial enterprises, nonprofit organizations, religious organizations, and government departments and governments institutions for all of the industrial sectors of the economy. The BR includes all incorporated employer businesses and incorporated non-employer businesses with estimated gross business income of GST sales greater than \$1. For unincorporated businesses, the BR includes all employer businesses with gross business income greater than \$1, and non-employer businesses with GST sales greater than \$30,000.

Country of Destination

This is a field that appears on the Customs export declaration form. Exports are attributed to the country that is the last known destination of the goods at the time of export. Exports to the United States are normally attributed to the state of destination.

Enterprise

The enterprise is a unit of observation where entities (such as establishments) under common control and ownership are grouped. It is the level where consolidated financial reports are produced.

Establishment

An establishment is the unit of observation normally associated with economic activity such as production or exports. It is the unit of observation for the Exporter Register program.

Export Declaration (B13a)

This is the Canada Customs and Revenue Agency document for the exporting of goods from Canada to non-U.S. destinations.

Exporter

For the purposes of the Exporter Register, and exporter is defined as an establishment engaged in the export of domestically produced goods.

Harmonized System Commodity Classification (HS)

The HS is an international six-digit 'root' that classifies goods on the basis of what they are, not according to their stage of fabrication. It is logically structured by economic activity or component material.

New Exporters

These are exporters that appear on the Register for the first time, either because they just started exporting or because they exceeded the threshold for the first time.

Province of Origin

This represents the province in which goods were grown, extracted or manufactured.

Province of Residence

This represents the province where the exporting establishment is located.

Standard Industrial Classification for Establishments (SIC-E)

Revised in 1980, this classification groups firms according to their productive output. It should be noted that the productive output of a firm and what it exports are not necessarily the same.

North American Industry Classification System

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. Created against the background of the North American Free Trade Agreement, it is designed to provide common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies. NAICS is based on supply side or production oriented principles, to ensure that industrial data, classified to NAICS, is suitable for the analysis of production related issues such as industrial performance.