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If You are a Player in the Trade Game, You Should Know This



The International Trade Division has information on every commodity imported or exported in Canada. Each year we process

documents containing over twenty million import/export transactions obtained when goods cross the Canadian border, going to or coming from 190 countries worldwide. The information from these documents and from other sources is used to develop the **Canadian International Merchandise Trade Database**.

You Don't Need to be an Economist to Understand Trade

International trade statistics are based on the Harmonized System, a globally accepted system of commodity descriptors and classification codes adopted by Canada on January 1, 1988. This system is used for levying Customs duties and for the collection of import and export statistics. The Harmonized System is built on the fundamental principle that goods are classified by what they are and not according to their stage of fabrication or their use. The Harmonized System is structured by economic activity or component material. For example, animals and animal products are found in one Section, machinery and mechanical appliances are grouped in another Section. There are 21 Sections which group goods produced in the same sector of the economy. Each Section comprises one or more Chapters with the entire nomenclature consisting of 97 Chapters.

Illustration of the Harmonized System Structure:

06- Chapter

Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage.

06.01- Heading

Bulbs, tubers, tuberous roots, corms, crowns and rhizomes, dormant, in growth or in flower; chicory plants and roots other than roots of heading 12.12.

0601.10 - Subheading

Bulbs, tubers, tuberous roots, corms, crowns and rhizomes, dormant

0601.10.11- Tariff Item

Bulbs of the genus narcissus

0601.10.11.10-

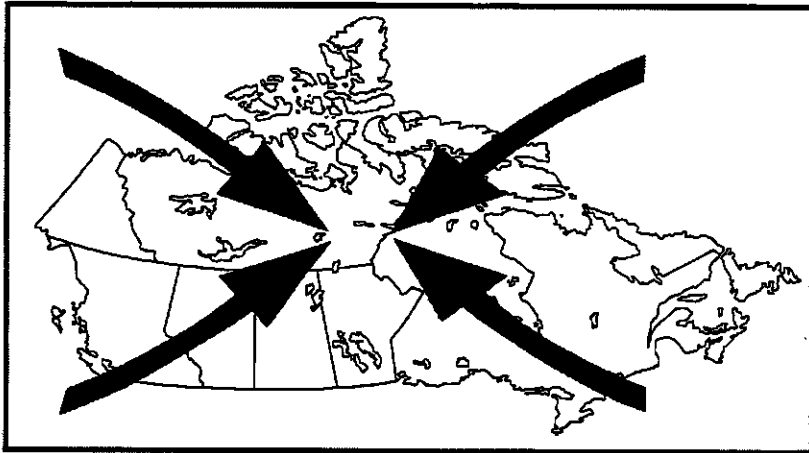
statistical annotation
Daffodil

For comparability, all international trade data are classified at the standard 6 digit Harmonized System level. Canadian import statistics at the most detailed level have 10 digits while Canadian export statistics at the most detailed level have 8 digits.



No Surveys Taken

Canadian International Merchandise Trade statistics are compiled from Revenue Canada, Customs and Excise administrative files and under the Canada/US import data exchange (effective January 1990) from the administrative files of the US Customs Service which are provided through the US Bureau of the Census. Import trade data for electrical energy, crude petroleum and natural gas are obtained from the National Energy Board.



Imports Show Areas in Which We Need To Compete

Merchandise imports measure what goods are being brought into the country, their values, quantities, mode of transport, the country or US state of origin, port of clearance and the value of applicable duties.

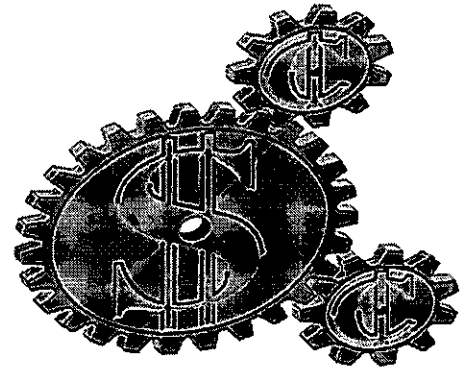
For imports, the majority of commodity coding is done by importers and brokers. Canada Customs performs preliminary edits before sending them to Statistics Canada in machine readable format. The International Trade Division further edits, analyses and verifies the data. There are over 16,000 import commodities listed on the **Canadian International Merchandise Trade Database**. Most likely at least one is of interest to you.



Exports Drive the Economy

Merchandise exports measure what goods are leaving the country, their values, quantities, the mode of transport, province of origin and country or US state of destination.

For exports to non-US destinations, Customs documents and summary reports are sent directly to Statistics Canada for coding, capturing and editing. Under the Canada/U.S. Data Exchange, exports to the US are derived from the US import tapes. These data are analyzed at the macro level and specific fields are validated for accuracy. Approximately 6,000 export commodities are listed on the **Canadian International Merchandise Trade Database**.



Everything is Covered

The Canadian International Merchandise Trade Database retains information on **all** commercial merchandise imports and exports between Canada and the rest of the world, with the exception of small value export transactions (under \$2,000) to non-US destinations and small value import transactions (under \$1,200) from non-US.

How Often Can You Get Updates?

Data from Canada Customs and the US Bureau of the Census are received on an ongoing basis. Trade data are compiled, analyzed and disseminated in accordance with pre-established monthly release dates, set one year in advance.

1994 Release Dates

Data For:

February 1994
March 1994
April 1994
May 1994
June 1994
July 1994
August 1994
September 1994
October 1994
November 1994
December 1994

Release Date:

April 19, 1994
May 19, 1994
June 21, 1994
July 19, 1994
August 18, 1994
September 20, 1994
October 19, 1994
November 18, 1994
December 20, 1994
January 19, 1995
February 17, 1995

Are Canadian Trade Statistics Dependable?

#1

For the last two years, the Economist Magazine has rated Statistics Canada as the number one statistical agency in the world. We have a reputation of reliability. International Trade data are one component of the Canadian statistical program and we have an ongoing commitment to confidentiality and quality.

Frequent quality analyses are undertaken by the International Trade Division on commodity/country groupings, freight, weight, and the mode of transport fields, to detect any anomalies. All higher value transactions above given thresholds are also reviewed for accuracy. Ad hoc quality studies are undertaken on specific data in response to user enquiries.

The concepts and methodology used in compiling and disseminating Canadian International Merchandise Trade statistics are outlined in the Technical Notes in the December issues of our publications. These notes address the degree of editing, estimation and imputation performed on the data.

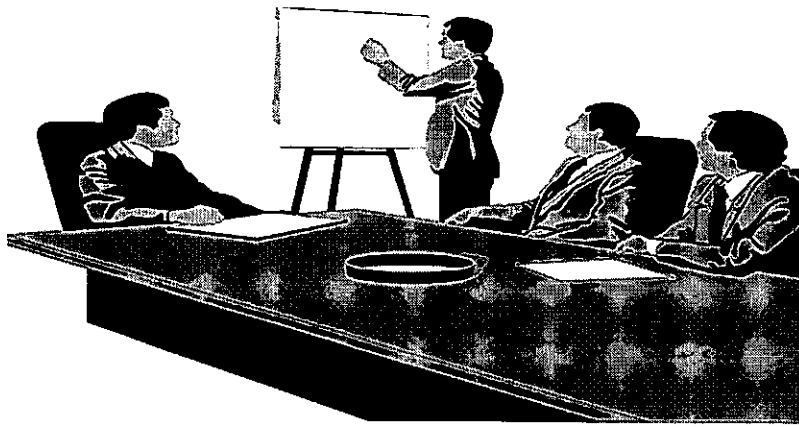
How You Can Use Trade Data

Detailed information on what Canada purchases and sells abroad is essential to decision making in both the public and private sector. Government uses the information we produce for policy purposes such as to negotiate tariff reductions with other countries and to monitor anti-dumping legislation. Other organizations and companies use our data to improve their economic performance and to compete for new markets. The timeliness and detail of trade data make them one of the few economic indicators that are of immediate use to small as well as large businesses.

You can use our information to:

- determine market shares
- identify foreign and domestic market trends
- forecast inventory and plan production
- monitor Canada's trading status
- describe competition for new products
- examine transport implications
- monitor commodity price and volume changes





Any Way You Like

Monthly, quarterly or annual data can be provided in any format you request, at the most detailed level or aggregated to provide a broad picture. We can supply raw data for you to complete your own analysis or we can compile a boardroom quality comprehensive report with highlights, charts, graphs and illustrations.

Choose from publication, computer printout, diskette, CD-ROM, optical disk, magnetic tape, microfiche, fax or on-line.

Get the Informed Advantage, Subscribe to Trade Publications

The data from the Canadian International Merchandise Trade Database are used to produce the most timely, comprehensive and relevant trade information available in off the shelf, easy-to-read print publications. International Trade publications provide the vital corporate intelligence to guide your decisions. These timely volumes go straight to the essentials, to give you the information you need to successfully compete in a demanding world.

General Publications

Canadian International Merchandise Trade

This new monthly publication offers a timely snapshot of Canada's trade performance. Where else can you find

Customs based data, Balance of Payments data and Volume Price Indexes in the same catalogue?

Bursting with information, it displays monthly, quarterly, annual and three year cumulative data.

Designed for those who want a quick reference, the highlights and topical articles help you stay on top of what is affecting the Canadian trading environment.

Over 30 at a glance graphs show the most recent data plus developing trends. Key tables present the latest figures for varied topics from imports and exports for Principal Trading Areas to imports and domestic exports by country and by commodity grouping, as well as imports by province of clearance and exports by province of origin.

For a general overview and data you can rely on, updated monthly, get this publication, it's the media source.

**Catalogue 65-001, monthly,
bilingual, 85 pages.**

Canada: \$182/year;

United States: US \$218/Year;

Other Countries: US \$255/year.

Trade Patterns: Canada-United States, The Manufacturing Industries, 1981-1991

The United States is Canada's largest trading partner and most important market. Almost three quarters of all Canadian exports cross the border to be consumed by our neighbour to the south. And, the Free Trade Agreement has linked Canada and the U.S. even more closely in trade.

The data contained in this analytical study are critical to an informed understanding of the trade environment between the world's largest two way trading partnership.

Containing ten years of historical material, this publication sheds light on gainers and losers for 22 manufacturing industries over the time period before and after the Free Trade Agreement. Also presented is the degree of overlap between Mexican and Canadian imports into the United States.

The wealth of statistical tables, charts, and graphs outline an unique



perspective on topics ranging from Export and Import Propensities to Changes in Tariffs.

Check it Out! For the performance of the Canadian Wood Products Industry and its share of market in the US, to the value of supply of the US Transportation Equipment Industry in the Canadian market, this publication offers vital and fascinating facts.

The data for this publication have been updated to 1992 and will be available for 1993 in the Fall 1994.

**Catalogue 65-504 E or F,
65 pages,
Canada: \$50,
United States US \$60,
Other Countries: US \$70.**



Exports account for almost one quarter of Canada's Gross Domestic Product, which means that twenty five cents of every dollar earned by Canadians is dependent on our sales abroad. A strong rise in the volume of our exports has a positive effect on our economy and generates significant gains in our employment and income. These gains extend to the many businesses involved in producing goods and the services used to support them such as transportation. We all have a stake in Canada's export competitiveness. The International Trade Division provides precise data on the movement of Canadian goods in order to monitor this competitiveness and growth.

Export Publications

Exports by Country

In 1993, all provinces except Newfoundland exported live animals to the United States. Quebec exports more to Ireland than does Ontario and Canada exported \$34,000 worth of Goods to Albania. These and other interesting facts are found in this publication which provides an indispensable matrix on Canada's export trade relationships with 190 countries.

For a quick reference, highlights show major changes. For an in depth profile, aggregate quarter and year-to-date data and year-to-year comparisons for 99 commodity groups for all provinces are displayed.

**Catalogue 65-003, Quarterly,
268 pages,
Canada:\$360/year;
United States US \$432/year;
Other Countries: US \$504/year.**

Exports by Commodity

Clearly presented with comprehensive monthly detail, it includes the most current information on the dollar value and the volume of the thousands of different commodities exported from Canada each year. Identifying all countries to which Canada exports goods worth an average of \$50,000 a month or more for over 5,000 different Harmonized System codes at the 6 digit level, this publication is a rich source of data. Domestic and re-exports to 190 countries plus exports from province of origin to Principal Trading Areas are shown for 21 Harmonized System commodity chapters.

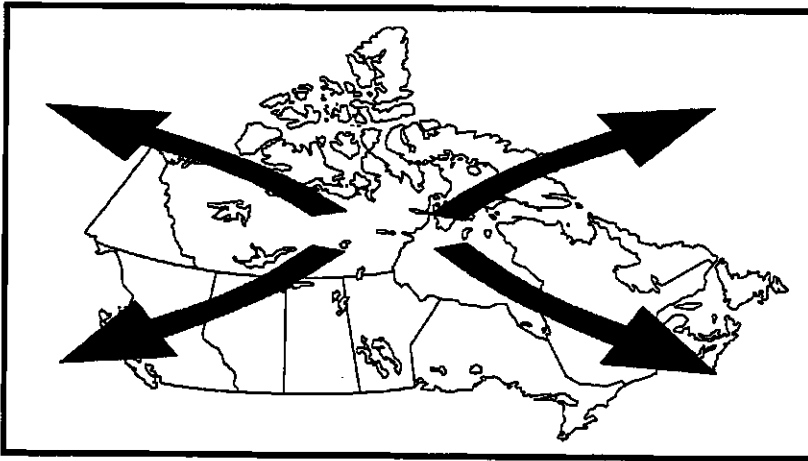
**Catalogue 65-004, Monthly
376 pages,
Canada: \$600/year;
United States: US \$720/year;
Other Countries: US \$840/year.**



Exports Merchandise Trade

For those that are interested in the whole export picture, this is the publication for you!

Includes summary tables covering the annual dollar value of exports to 190 different countries as well as to country groupings such as OPEC and the Pacific Rim for each of the last 10 years. In addition, exports by mode of transport from province of origin to 190 countries and 50 U.S. States during the preceding year are presented.



In the detailed tables, historical continuity is ensured for aggregate domestic exports for 150 Summary Export Groupings. This, complemented by country data for the last five years plus the 6 digit Harmonized System codes and country for the previous year, provide rich detail and support for further research and analysis.

Catalogue 65-202, annual, 1034 pages, Canada: \$180/year; United States: US\$216/year; Other Countries: US\$252/year.

Import Publications

Authoritative and unbiased in nature, these publications combine detail with clarity in their coverage of Canada's import trading relationship with the world. Draw from a great diversity of variables to suit your unique needs. Get the information and detail you require for your own focus of interest. Turn to the pages of these



relevant volumes for information, there is no better paper resource on imports! These numbers will help you keep pace with the latest developments and present analysis to generate ideas for business expansion.

Imports by Country

When you need to know the levels of import activity between Australia and British Columbia, to find out how many and which countries ship coffee to any of the ten provinces and the territories, to estimate your share of the total import volume from any of the 190 countries, look to this publication for the answers.

For year-to-date figures and year-to-date comparisons, for individual country information by the Harmonized System Chapter, as well as analytical highlights, you can rely on this information to support your strategic plans.

Catalogue 65-006, Quarterly, 196 pages, Canada: \$360/year; United States US\$432/year; Other Countries: US\$504/year.

Imports by Commodity

This publication allows you to track month-to-month trends for commodities ranging from horses to dogfish and from brass wind instruments to music boxes, as well as the foundation commodities such as chemicals and automotive parts.

For less than one cent per page, you get access to the figures on the thousands of imported commodities on which Canadians depend.

A wealth of material is presented with clarity on all the merchandise arriving in Canada each month. Imports are broken down for 21 Harmonized System sections by Principal Trading Area and Province of Clearance for over 5,000 commodities and 190 countries.

Information to assist you in your business ventures.

**Catalogue 65-007, Monthly,
530 pages,
Canada: \$600/year;
United States: US\$720/year;
Other Countries: US\$840/year.**

Imports Merchandise Trade

A complete overview of the annual Canadian import situation, this publication covers topics such as imports by province of clearance, country of origin and U.S. state, mode of transport and others. A five year report on imports by 212 Summary Import Groupings and 190 countries of origin is also included. Also shown are the dollar value of imports for over 5,000 6 digit Harmonized System codes broken down by individual country of origin plus the split between dutiable and duty free volumes and the duty collected.

This publication highlights a two year comparative analysis of imports by country and encourages you to take advantage of unlimited opportunities to conduct your own research and assess how imports affect our economy.

Perhaps you are interested in shoe imports from certain countries on a monthly basis. Or, maybe you want all agricultural exports from Brazil on a quarterly basis. We can provide you with this information in any format you require. No request is too big, no request is too small.



**Catalogue 65-203, Annual,
Bilingual, 1094 pages/issue,
Canada: \$180/year;
United States: US\$216/year;
Other Countries: US\$252/year.**

What You Want, When You Want It

For those who require more detailed data, we can provide custom reports tailored to your specific needs.

The data from the Canadian International Merchandise Trade Database can be compiled for any combination of variables to produce user tailored outputs.

No Matter How Straightforward or Sophisticated Your Data Request We Have Something to Suit You.

Choose from:

Imports

commodity (s)
Harmonized System 2,4,6,8,10
country of export
country of origin
U.S. state of export
country grouping
province of clearance
port
mode of transport
Free/dutiable/duty collected
month/quarter/year
quantity
value
Import commodity
classification
U.S. state of origin
Summary of Import groupings
Standard Industrial Classification

Exports

commodity (s)
Harmonized System 2,4,6,8
country of destination
U.S. state of destination
country grouping
province of origin
province of clearance
port
mode of transport
domestic/re-export
month/quarter/year
quantity
value
Summary of export
groupings
Standard Industrial
Classification

Prices

All prices listed here are subject to the Statistics Canada Limited Use Licence Agreement.

Number of Commodities	Monthly		Quarterly		Annual
	per Run \$	Annual \$	Per Run \$	Annual \$	
1-5	40	250	40	85	50
6-10	40	500	40	170	105
11-25	65	570	65	210	115
26-50	80	735	80	275	125
51-100	90	895	90	315	135
101-150	105	1050	105	380	145
151-200	125	1200	125	460	160

For requests for both imports and exports, the total number of commodities is considered for pricing. For example, 6 import commodities and 6 export commodities totals 12 commodities.

Get the Whole Picture of a Specific Country's Trade With Canada!

If you are interested in all trade for one country, then Country Statements are what you want.

Showing quantity (where applicable) and value data for imports and exports at the Harmonized System 6 digit level, these Country Statements are available on printout or diskette, on a monthly or quarterly basis.

Depending on the country requested, price ranges from \$30-\$200 per year.

Do You Need Annual Commodity Data at the Most Detailed Level for All Countries?

We can provide you with thousands of pages of printouts presenting the two most recent years of annual merchandise trade statistics. Value and quantity (where applicable) are shown for all commodities and all countries, at the most detailed level. Abbreviated class descriptions are also included. If you re-

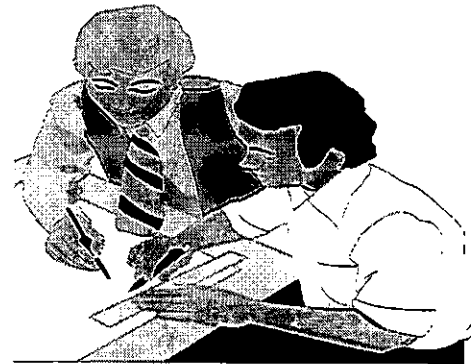


quire a more detailed commodity description, please consult the Customs Tariff Catalogue RV-55-2 for the Import descriptions and the Export Commodity Classification for the Export description.

Import Commodity/Country Detail Printouts; 10 digit HS level; 2,000+ pages, \$500
Export Commodity/Country Detail Printouts; 8 digit HS level; 1,000+ pages, \$250

Here's a Deal!

Buy both the Import and Export Commodity/Country Detail Printouts and save \$100. The two when ordered together cost only \$650.



Something to Satisfy Those Especially Interested in Volume and Price Indexes

Tables or disks are available monthly that highlight Canadian imports and exports by sector and sub-sector, by major commodity groupings. Data are shown in constant dollar values, fixed weight volume indexes, Laspreyes and Paasche price indexes plus year-to-date values.

Printed Tables \$240;
Disk \$300;
Both Tables and Disk \$500



Perhaps You Want Data Specific to a Particular Sector, Like Agriculture.

We can produce a subset of TIERS that provides only agricultural data or, for example, provincial data. We can also fine tune the TIERS system, on a cost recovery basis, to include other information from the comprehensive Canadian Merchandise Trade Database.

TIERS is available on a monthly basis on optical disk, CD-ROM or on-line through modem hook-up ; quarterly TIERS is available on CD-ROM or Optical Disk. Price, subject to dissemination mode and end use of product.

TIERS, the Most Talked About Trade Database, Available From the Source!

To satisfy user demand for a microcomputer accessible trade database, TIERS (trade information enquiry and retrieval system) was developed. The easy-to-use software allows you to choose from over 16,000 import commodities and 6,000 export commodities for 190 countries. The most often requested trade variables are included such as value, quantity, province, year, month, and U.S. State codes.

Why Waste Time Wading Through Cumbersome Tables to Get Specific Data.

Tiers will guide you effortlessly through the maze of trade data and supply an almost instant response to your request. You can rank, sort or aggregate the data. And, if you have a common request, just save it for future referral.

Data are updated monthly and are available at the most detailed level (HS10 for imports, HS 8 for exports) on monthly, quarterly or annual basis. This system is also suitable to a LAN environment for multiple users.

Annual Canadian Merchandise Trade CD-ROMs



Canadian Merchandise Trade CD-ROMs incorporating monthly data and TIERS software are available, providing a multi year perspective.

1988-1990 data	\$1,750
1991-1992 data	\$1,500
Both CD-ROMs	\$3,000

1993 data are available in June 1994

Please note that a discount of 50% is available to educational institutions. All prices are subject to Statistics Canada's Limited Use License Agreement.

Discover a World of Trade Information!

Statistics Canada has trade information on other countries as well. Using data supplied to the United Nations by 160 trading countries for over 600 commodities, Statistics Canada developed the World Trade Database. Spanning over 20 years from 1970, our World Trade Database is a matrix of international trade flows broken down by partner country and by commodity and industry.



Need to Calculate Market Shares of a Specific Commodity in Any Country?

We can help you. In constructing the World Trade Database a number of adjustments have been made to alleviate the inconsistencies in the United Nations data. Estimates are made for late-reporting and non-reporting countries and exports to entrepot countries are re-allocated. Data are annual, showing value only, in US dollars, for commodities at the 4 digit level. Commodities are classified according to the Standard International Trade Classification and countries according to the Standard Classification of Customs Areas and Territories. This is the most comprehensive database of comparable world trade data available today!

The cost of an individual request from the World Trade Database is based on the complexity, number of countries and commodities involved.

Why Not Bring This World of Trade Information Into Your Universe?

13 Years of World Trade Database data are now easy to access by your computer on the compact, portable World Trade Database CD-ROM 1980-1992.

You can track commodity supply, spot market potential, calculate trends or monitor import/export activity, all with one CD-ROM. Contact us for a two week trial copy.

Powerful Information to Help You Make Decisions in a Global Economy.

The World Trade Database CD-ROM 1980-1992 \$3,500; subject to Statistics Canada Limited Use License Agreement; 50% discount available to Educational Institutions.



Between 1980 and 1992, countries of the Asia-Pacific Co-operation (APEC) regional alliance saw their share of world exports jump to 42.3% from 32.5% and their share of world imports climb to 40.1% from 31.9%. The increases in exports were led by the newly industrialized countries of the Pacific (Hong Kong, China, Taiwan, South Korea, Malaysia, Singapore and Thailand) all of which recorded annual growth rates exceeding 17%.

Increase Your Scope of Trade Analysis

Statistics Canada now links merchandise trade data to the industrial activity of more than 140,000 organisations engaged in international trade.

Profile the Composition and Structure of Canada's Importing and Exporting Community. Take a Look at Competitiveness.

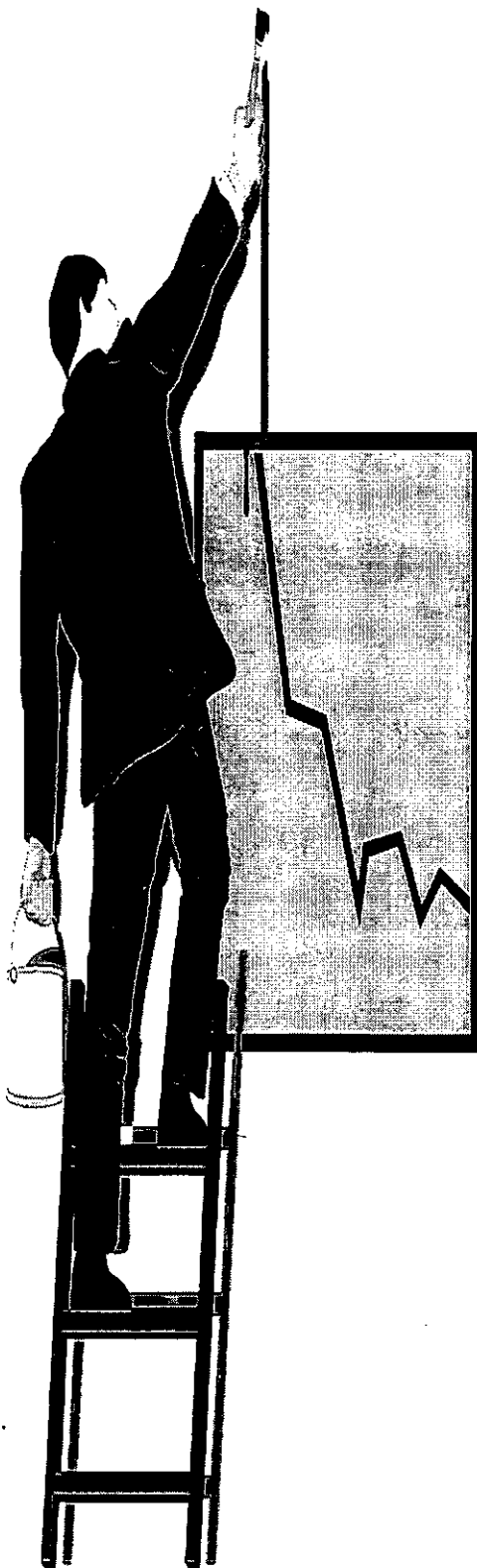
For the first time, analysts can study trade variables such as commodity, value, size of importer/exporter, mode of transport and frequency of shipments in relation to the industry classification of the importers and exporters. In other words, you can compare information on the industry conducting trade with the industry manufacturing the commodity. And, you can assess a company's position in a given market, to provide market share and show competitiveness. All this can help you monitor your current marketing tactics and analyze future business strategies.

Information from the Importer/Exporter Database 1990-1992 is

available on a cost recovery basis. Please note that no specific company information will be released.

Trade Information On-Line, Custom Express to You!

Detailed Canadian merchandise trade data are now available on-line, direct to you, providing access to just the data you want, through your microcomputer.



For More Information

Statistics Canada
The International Trade Division
9 Jean Talon Building
Tunney's Pasture
Ottawa, Ontario
K1A 0T6

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Fax number: (613) 951-0581

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Fax number: (416) 973-7475

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Statistics Canada
Sinclair Centre, Suite 300
757 West Hastings Street
VANCOUVER, B.C.
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Local calls: (604) 666-3691
Fax number: (604) 666-4863

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and the Northwest Territories.

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Fax number: (204) 983-7543

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Statistics Canada
Avord Tower, 9th Floor
2002 Victoria Avenue
REGINA, Saskatchewan
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