

## **Canada's Potential Trading Partners. Where Do We Turn?** **New Policy School report**

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CALGARY- With so many trouble spots in the world, it can be difficult for Canadian businesses to know where to trade successfully and with some assurance of security. Just as trade is the lifeblood of our economy, security is essential for trade. Successive Canadian governments have encouraged entrepreneurs and firms, especially small and medium-sized enterprises, to expand their markets for goods and services, seeking new export markets- but that is easier said than done. Some areas of the globe are highly unstable; while larger multinational firms have robust risk management strategies, others struggle to operate at the nexus of trade, commerce and security.

Today, The School of Public Policy, and author Elinor Sloan released a new report that examines today's global security threats, potential areas for new trade and Canada's emerging trade policy.

According to author Elinor Sloan, Canadian business should pursue opportunities in China, India and certain countries of South East Asia, and in the longer term it should look at untapped and growing markets in places like Pakistan, Bangladesh, Nigeria and Egypt. In Southeast Asia, by far the most important security concern is growing tension in the South China Sea. The potential for South Asia as a business destination will have to be weighed against the risks of geopolitical competition between India and China, historic animosity between Pakistan and India, violent Islamist militants in Pakistan and transnational terrorist groups in Bangladesh. Egypt and Nigeria have strong potential but are, and will continue to be, dangerous places to operate.

Economic and security trends suggest that Canada's traditional trading partners in Europe and Japan will be relatively stagnant but secure places to operate. Yet, a safe security environment cannot be taken for granted: Eastern Europe faces the threat of a Russian bear that in the past decade has waged war in Georgia and Ukraine, while Japan contends with repeated missile launches from the unstable regime in North Korea.

Canadian organizations doing business assessments must expand their scope. Examining countries and regions of economic interest through an international security lens would provide an important window on the new security dimension of global commerce, further assisting Canadian business in harnessing future opportunities. When they understand fully the security dimensions of global commerce, they will be in a much better position to make the right decisions about their business ventures.

The report can be found online at [www.policyschool.ca/publications/](http://www.policyschool.ca/publications/)

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