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CANADA’S INCLUSIVE APPROACH TO TRADE

The aim is to ensure that the benefits and opportunities that flow from trade are more widely shared, including with under-represented groups such as women, SMEs, youth, LGBTQ2, visible minorities, immigrants and Indigenous peoples.

Two broad areas where Global Affairs Canada is applying an inclusive trade approach:

1. Trade policy and Free Trade Agreements
2. Trade export programs and services

➢ Need data!
CANADA’S GENDER LENS

- Ex-Ante Assessment
- Ex-Post Assessment
- Women-Owned SMEs
- GBA+ of FTA
DATA APPROACH TO WOMEN AS BUSINESS OWNERS

Two broad types of datasets:

1. Administrative (e.g. tax filing, census, export registry)
   • Benefits: captures all businesses, objective hard data
   • Limitations: often goods trade only, doesn’t always answer the questions we are asking

2. Surveys
   • Benefits: explores different topics, can get at policy-relevant questions
   • Limitations: sample of population, frequency, consistency over time

>> Various databases can be “linked” together to get a comprehensive story
CANADA’S WOMEN-OWNED FIRMS ARE A SMALL SHARE OF GOODS EXPORTERS/IMPORTERS WITH THE U.S.

Gender share of ownership of Canadian Controlled Private Corporations that import or export goods, by value and number of firms (%)

Exporters
- 11% of firms
- 9% of value

Importers
- 13% of firms
- 10% of value

WOMEN MORE THAN DOUBLED THEIR LIKELIHOOD OF EXPORTING, NEARLY CLOSING GENDER GAP

Export likelihood of SMEs, by gender (%)

- Women majority-owned
- Equally owned
- Men majority-owned
- All SMEs

2011:
- Women majority-owned: 5.0%
- Equally owned: 10.0%
- Men majority-owned: 10.4%
- All SMEs: 11.8%

2014:
- Women majority-owned: 8.4%
- Equally owned: 11.0%
- Men majority-owned: 11.8%
- All SMEs: 12.8%

2017:
- Women majority-owned: 11.1%
- Equally owned: 10.6%
- Men majority-owned: 11.7%
- All SMEs: 12.2%

Source: Statistics Canada’s Survey of Financing and Growth of SMEs.
WOMEN EXPORTERS ARE CONCENTRATED IN RETAIL, SERVICES INDUSTRIES, ARE SMALLER THAN MEN-OWNED SMES

Industry shares of SME exporters in 2017, by gender of ownership (%)

Share of SME exporters with 1-19 employees, by gender of ownership (%)

WOMEN WHO EXPORT MORE LIKELY TO CITE LOGISTICAL, BORDER AND FOREIGN ADMINISTRATIVE OBSTACLES

Share of exporters reporting obstacles as moderate or major, by gender of ownership (%)

- **Logistical obstacles**
  - Women-majority owned: 24%
  - Men-majority owned: 19%

- **Border obstacles**
  - Women-majority owned: 22%
  - Men-majority owned: 17%

- **Foreign administrative obstacles**
  - Women-majority owned: 19%
  - Men-majority owned: 14%

- **Financial Risk**
  - Women-majority owned: 11%
  - Men-majority owned: 16%

- **Lack financing/cash flow**
  - Women-majority owned: 9%
  - Men-majority owned: 14%

- **I.P. issues**
  - Women-majority owned: 3%
  - Men-majority owned: 7%

CONCLUSION

• Data are needed to understand starting point, track progress and impact.

• With some digging, the data can be found and developed.

• Much progress has been made for women-owned SME exporters, with likelihood to export almost the same as for men-owned firms.

• But gaps remain: entrepreneurial gap, different size and industry concentrations, gender differences in obstacles.

• Ongoing research is exploring sharp rise in export likelihood (digital trade, innovation) but also to understand why women export less in terms of value (networks, trade barriers, others).