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# A Profile of Canadian Exporters

1993-2000



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Statistics Canada  
International Trade Division

# A Profile of Canadian Exporters

1993-2000

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Gilles Tremblay  
Lyne Guertin  
Amandu Yu  
Robert Crocker  
Garry Hoy

Contributors to the analysis and writing:

Philip Armstrong  
Jafar Khondaker  
Lyne Guertin

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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](mailto:trade@statcan.ca).

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## HIGHLIGHTS

### In 2000:

- 38,864 establishments reported domestic exports in the Exporter Registry;
- the value of domestic exports of these establishments reached \$378 billion, an increase of 16% from 1999 and more than double the amount in 1993;
- 4% of exporting establishments in the Exporter Registry accounted for over 84% of the total value of exports;
- 70% of exporting establishments had exports of less than \$1 million, and these establishments accounted for only 1.5% of the total value of exports;
- just 6% of exporting establishments had more than 200 employees, but these establishments accounted for more than half the value of exports that year; and
- over 90% of new exporters had exports of less than \$1 million.

### From 1993 to 2000:

- over 95% of establishments that exported in 1993 continued exporting throughout various years up to 2000;
- almost 90% of exporting establishments with exports of \$25 million or more in 1993 continued exporting in every year up to 2000; and
- in all years, almost 90% of all exporting establishments were located in Quebec, Ontario, Alberta and British Columbia.

## INTRODUCTION

This publication presents statistics, derived from the Exporter Registry, on exporting establishments for the years 1993 to 2000. This is a follow-up to the original Profile of Canadian Exporters that contains data on the years 1993 to 1997<sup>1</sup> and its successor that contains data on the years 1993 to 1999.<sup>2</sup> 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 2000.

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 Registry, an establishment must have exported commodities valued at \$30,000 or more in at least one year from 1993 to 2000. 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 2000, it is not included in the Register, even though it may be exporting.<sup>3</sup>

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

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

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 2000.

<sup>1</sup> *Statistics Canada catalogue no. 65-506-XIE, August 2000.*

<sup>2</sup> *Ibid., July 2001.*

<sup>3</sup> *For example, if establishment A exports merchandise valued at \$31,000 in 1993 and then exports merchandise valued at \$29,000 in each year between 1994 and 2000, it is included in the register for all years from 1993 to 2000. If establishment B exports merchandise valued at \$31,000 in 1993 and then stops exporting, it is included in the register for 1993 only. If establishment C exports merchandise valued at \$29,000 every year from 1993 to 2000, it is not included in the Exporter Registry.*

## 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 Registry. 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 Registry 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.

In previous editions of this publication, using the establishment as the statistical unit enabled the use of the Standard Industrial Classification for Establishments (SIC-E). 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 Registry 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 reorganizations, 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 2000 in the Exporter Registry.

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 Registry looks at the most recent data year available on the Business Register and transfers this information to the Exporter Registry for all years under consideration. In 2000, 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 Registry in 2000, only one enterprise (ABC) is recorded as existing from 1993 to 2000.

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 Registry

Merchandise trade transactions for a given year include domestically produced exports as well as re-exports<sup>4</sup>. The Exporter Registry 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 2000 are outside the scope of the Exporter Registry. 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 2000 are not included in the Exporter Registry.
- *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 Registry 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 Commodity Description and Coding System used by the International Trade Division (ITD) of Statistics Canada.

<sup>4</sup> *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.*

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

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

**Table 1.1**  
**Commodities excluded from the Exporter Registry**

| 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.

### *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 Customs and Revenue Agency (CCRA). Therefore, this information does not appear in Statistics Canada's export statistics, and as a result they do not appear on the Exporter Registry.

### **Existing Dimensions of the Exporter Registry**

The Exporter Registry 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 Registry, exporters are also grouped by their employment size (for 2000 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*

Beginning with this publication, the Exporter Registry classifies exporters by the North American Industry Classification System (NAICS). As mentioned earlier, previous versions of the Exporter Registry 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 Registry 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 22% of exporting establishments in 2000.

A similar phenomenon holds for the Business services *industry*. One reason why this *industry* accounted for 2.5% of the total value of exports and *almost* 7% of exporting establishments *in* 2000 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 Registry 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 in the Exporter Registry, *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 2000 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 2000 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 Registry 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 often 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 CCRA. 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, Alberta and British Columbia 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

**Table 1.2**  
**Comparing total value of exports by province of residence and province of origin 2000**

| Province                  | Residence        | Origin     |
|---------------------------|------------------|------------|
|                           | % of total value |            |
| Newfoundland and Labrador | 0.6              | 1.0        |
| Prince Edward Island      | 0.1              | 0.2        |
| Nova Scotia               | 1.2              | 1.3        |
| New Brunswick             | 1.9              | 1.9        |
| Quebec                    | 19.1             | 18.5       |
| Ontario                   | 47.9             | 48.0       |
| Manitoba                  | 2.9              | 2.5        |
| Saskatchewan              | 1.6              | 3.3        |
| Alberta                   | 15.5             | 14.4       |
| British Columbia          | 9.0              | 8.7        |
| Yukon/N.W.T/Nunavut       | 0.2              | 0.2        |
| <b>Total</b>              | <b>100</b>       | <b>100</b> |

**Source:** Statistics Canada, International Trade Division Exporter Registry.

**Note:** Yukon, Northwest Territories and Nunavut have been combined for 2000.

head offices. The opposite holds true for the remaining provinces: they showed slightly higher production values than export values. The territories displayed no significant differences between the two concepts.

### *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.<sup>5</sup> 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.

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<sup>5</sup> See table 4.8 for a complete list of inclusions.

## SECTION 2: ANALYSIS

### Analytical Overview

Data for the year 2000 followed the distributions of previous years: a small number of large exporters accounted for the bulk of the value of exports, whereas a large number of small exporters accounted for a minimal share of the value of exports. In 2000, establishments that exported over \$25 million in merchandise accounted for only 4% of all exporting establishments but 84% of merchandise exports. Conversely, exporting establishments with a value of exports under \$1 million annually accounted for over 70% of all exporting establishments but only 1.5% of the value of merchandise exports.

Overall, export growth was strong from 1993 to 2000. Total exports more than doubled. The total number of exporting establishments in 2000 was 38,864, up from 30,181 in 1993—an increase of almost 30%.

The majority of Canadian merchandise exports—over 85% of the value—was destined for the United States. Over 70% of all exporting establishments exported exclusively to the United States. Exports from these establishments represent 62% of total exports to the United States and 54% of total Canadian merchandise exports. Only 11% of all exporting establishments exported exclusively to non-U.S. locations.

From 1993 to 2000, all except one industry grouping increased the value of their exports. The only exception was the Beverage and tobacco products industry, where the value of exports declined slightly, as the number of exporting establishments in the industry slipped 3%. All industries except Beverage

and tobacco products and Chemical manufacturing saw growth in their number of exporting establishments from 1993 to 2000.

Over this period, several industry groupings performed exceptionally well in terms of growth in export value. Within the manufacturing sector, the Computer and electronic products industry and the Electrical equipment, appliances and component industry both posted growth rates of over 400% from 1993 to 2000. Outside manufacturing, Utilities, Retail trade, and Transportation and warehousing also performed exceptionally well, growing by 433%, 232% and 231%, respectively. Meanwhile, within manufacturing, the largest increase in the number of exporters occurred in the Furniture and related products industry (58%), followed by the Wood products industry (30%). Outside manufacturing, Construction and Business services recorded the largest increases in the number of exporters (108% and 72%, respectively)

On an industry basis in 2000, the largest share of the total value of exports was in Transportation equipment, at 25%. It was followed by Wholesale trade (11%) and Computer and electronic products (7%). In 2000, the largest share in the number of exporters occurred in Wholesale trade (22%), followed by Business services (7%).

### Exporting Patterns

*Establishments with high-value exports are more likely to continue exporting every year.*

Every year since 1993, establishments with a large value of exports maintained the highest share of the total establishments that

exported every year. Nearly 90% of exporters who exported \$25 million or more in 1993 continued to export in every year up to 2000. The remaining share exported in just some of the years over the period 1993 to 2000.

In contrast, only 40% of the exporters who exported less than \$100,000 in 1993 exported in every year from 1993 to 2000. Almost 5% did not export again after 1993. The remaining 55% exported in some years between 1994 and 2000.

Among all size classes, 57% of the establishments that exported in 1993 continued to export every year until 2000. Only 3% did not export again after 1993. The remaining 40% exported in some of the years over the period 1994 to 2000.

A slightly different pattern emerges for exporters who exported \$25 million or more in 1996 where over 94% of these 1996 exporters continued to export every year up to 2000. The remaining 6% exported in some of the years between 1997 and 2000.

In 1996, exporters who exported less than \$100,000 displayed the same pattern as their 1993 counterparts. Only 40% of the 1996 exporters in this size class exported in every year between 1996 and 2000. Five percent did not export again after 1996, whereas the remaining 55% exported in some of the years between 1997 and 2000.

*Most establishments do not resume exporting after five years of inactivity.*

The data support the hypothesis that the longer an establishment refrains from exporting, the less likely it is to resume exporting. It is important to reiterate that the Exporter Registry only tracks the exports of an establishment. It does not monitor whether an establishment has stopped

exporting and has remained in business. It is possible for an establishment to stop exporting yet still exist.

Almost 80% of exporting establishments that stopped exporting in 1994 resumed exporting at some point during the period 1995 to 2000. Of the establishments that did not export for a five-year period, 1994 to 1998, only 3% resumed export activity. A similar pattern emerges when establishments that did not export in 1996 are considered. Over 40% of these exporters resumed exporting within two years, and over half resumed exporting by 2000.

This suggests that a large number of firms stop exporting but still remain in business. It also suggests that if an establishment resumes exporting, it does so earlier rather than later.

**Table 2.1**  
**Relationship between the period of export inactivity and exporting**

| Years of inactivity | Percent of establishments that resumed exporting the following year |
|---------------------|---|
| 1994                | 43  |
| 1994 to 1995        | 21  |
| 1994 to 1996        | 8   |
| 1994 to 1997        | 3   |
| 1994 to 1998        | 2   |
| 1994 to 1999        | 1   |
| 1996                | 32  |
| 1996 to 1997        | 11  |
| 1996 to 1998        | 6   |
| 1996 to 1999        | 3   |

Only 20% of establishments that stopped exporting in 1994 did not resume exporting during the period 1995 to 2000. The largest share of these (22%) was in the Wholesale trade industry. (Establishments that moved out of the Wholesale trade industry and began exporting in a different industry are not included in this percentage.) Most of the

their exports were to the United States (83%), followed by Japan (4%) and the European Union (3%).

After the Wholesale trade industry, the highest share of 1993 exporters that did not export again were from the Agriculture, forestry, fishing and hunting industry (12%), followed the Business services industry (8%) and the Retail trade industry (6%).

The provincial pattern for establishments that did not resume exporting after 1994 follows the pattern for new exporters over the period 1994 to 2000. Most establishments that did not export after 1994 were located in Ontario (40%), followed by British Columbia and Quebec (17% each) and Alberta (10%).

### **New Exporters<sup>6</sup>**

From 1993 to 2000, new exporters have accounted for on average 9% of active exporting establishments in any given year. In any year, the vast majority (92% in 2000) of new exporters export less than \$1 million in their first year of exporting. In 1995, new exporters with less than \$100,000 in exports accounted for over 70% of new exporters. This proportion fell to 48% in 1999, and then increased to 58% in 2000. New exporters in the next largest size class (exports valued as \$100,000 to \$999,999), accounted for 30% of all new exporters in 1995. From 1996 to 1999, their share increased to 43%. By 2000, new exporters in this size class accounted for 35% of all new exporters. The largest exporters (exports greater than \$25 million) accounted for the smallest share of new exporters since 1994.

New exporters accounted for over \$1.6 billion in exports in 2000. Over 30% of this total was exported by establishments in the largest size class (over \$25 million in exports). Establishments in the smallest size

classes (under \$100,000 in exports) accounted for 5% of the total value of new exporters' exports.

In every year from 1993 to 2000, around 90% of all exporters were located in Ontario, Quebec, British Columbia and Alberta (Table 4.5). New exporters demonstrate a similar provincial pattern, with almost 90% of new exporters residing in these four provinces. Ontario had the highest share of new exporters each year (with an annual average of 40%), followed by Quebec (22%), British Columbia (16%) and Alberta (10%). The territories had the lowest percentage of new exporters each year, followed by Prince Edward Island and Newfoundland.

These patterns were even more apparent among new exporters with a smaller value of exports. Ontario had the highest share of new exporters with less than \$100,000 in exports. Annually, from 1993 to 2000, on average 44% of these new exporters came from Ontario. This was followed by Quebec, British Columbia and Alberta. The territories had the lowest share each year, followed by Prince Edward Island.

Ontario accounted for almost half the export value of new exporters with exports over \$25 million in 2000. Alberta ranked second with nearly one-third, down from almost 70% in 1996. Manitoba and British Columbia ranked third and fourth in 2000, with 15% and 10%, respectively.

The Wholesale trade industry continued to have the highest share of new exporters in 2000, accounting for about 20% of new exporters. Over the period 1993 to 2000, this industry accounted for an average of 23% of

<sup>6</sup> *New Exporters refer to exporting establishments in the linked portion of the data. See section 3 for details regarding linked and unlinked data.*

all new exporters. On the other hand, in 1994 and 1996, the Wholesale trade industry also had the largest share of exporters who did not export again in following years, which emphasizes the volatility that hits this industry.

The manufacturing sector accounted for 30% of all new exporters in 1996 and again in 2000. Outside of the manufacturing sector, the next largest source of new exporters was the Business services industry group (12% of all new exporters), followed by the Agriculture, forestry, fishing and hunting industry (8%).

The primary destination for new exporters in 2000 was the United States. That year, almost 80% of new exporters exported exclusively to the United States. Of the total value of exports shipped by new exporters in 2000, over 82% was bound for the United States whereas only 3% was bound for Japan, 6% to the European Union and 7% to other countries.<sup>7</sup>

## Enterprises

The Exporter Registry focuses on the establishment as the statistical unit of measure for an exporter, and all data tables in this publication are establishment-based. As previously mentioned, another popular statistical unit is the enterprise, which is identified by a complete (consolidated) set of financial statements. Enterprise statistics are available, but only for the linked portion of the data. This section gives an overview of the trends for the top 50 exporting enterprises. Table 2.2 outlines the NAICS industry, value and percentage of total exports for the 50 largest enterprises in 1996 and 2000.<sup>8</sup>

### *High concentration of exports among largest enterprises*

The largest 50 enterprises have accounted for a significant portion of Canada's merchandise exports. In 1996, the 50 largest exporting enterprises represented less than 0.2% of all exporting enterprises but accounted for 46% of Canada's merchandise exports. By 2000, the 50 largest enterprises still represented less than 0.2% of all exporting enterprises but accounted for 49% of the export value.

The Transportation equipment industry held the largest share of export value in both 1996 and 2000, accounting for 21.5% of all exports in 1996 and 22.6% of all exports in 2000. Exports from this industry also accounted for 47% of the exports of the top 50 exporting enterprises in 2000. The Computer and electronic products industry held the second largest share of total value of in 2000 capturing 5.5% of all exports in that year. In 1996 the paper manufacturing industry ranked second largest holding 3.9% of the total value of exports. In 1996, the 50 largest exporting enterprises were concentrated in 16 industries. By 2000, the 50 largest exporting enterprises were concentrated in 19 industries. All of the industries from 1996 were present in 2000. The three additional industries were Utilities, Miscellaneous manufacturing and Machinery.

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<sup>7</sup> See table 4.8 for a complete list of inclusions.

<sup>8</sup> Many of the top 50 enterprises had establishments in more than one industry classification. While enterprises are grouped according to their primary specialization, the information in Table 2.2 comprise the total exports of the enterprise and includes the export values from all of the activities of the enterprise.



**Table 2.2**  
**Industry breakdown of top 50 exporting enterprises by percentage of total value for 2000 and 1996**

| Industry Groupings                                | % Total Value 2000 | % Total Value 1996 |
|---|--------------------|--------------------|
| Transportation Equipment                          | 22.6               | 21.5               |
| Computer and Electronic Products                  | 5.5                | 3.6                |
| Finance and Insurance                             | 3.8                | 2.4                |
| Primary Metal                                     | 2.5                | 3.8                |
| Paper Manufacturing                               | 2.4                | 3.9                |
| Mining and Oil and Gas Extraction                 | 2.1                | 2.2                |
| Wood Products                                     | 1.7                | 3.3                |
| Petroleum and Coal Products                       | 1.3                | 1.3                |
| Wholesale Trade                                   | 1.2                | 1.1                |
| Transportation and Warehousing                    | X                  | X                  |
| Utilities   | 0.9                | 0.0                |
| Chemicals   | 0.8                | 1.0                |
| Electrical Equipment, Appliance and Component     | X                  | X                  |
| Other   | X                  | X                  |
| Miscellaneous Manufacturing                       | X                  | 0.0                |
| Machinery   | X                  | 0.0                |
| Food Manufacturing                                | X                  | X                  |
| Plastic and Rubber Products                       | X                  | X                  |
| Business Services                                 | X                  | X                  |
| Top 50 (rounded)                                  | 49                 | 46                 |
| <b>Total Exporter Registry Value (\$millions)</b> | <b>257,163</b>     | <b>378,403</b>     |
| <b>Enterprise Count (linked data only)</b>        | <b>32,453</b>      | <b>31,843</b>      |

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

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

## SECTION 3: METHODOLOGY AND DATA QUALITY

The methodology principles of the original Exporter Registry data release (1993 to 1997) were applied to the 1998 and 1999 data in *A Profile of Canadian Exporters 1993–1999*<sup>9</sup> (Statistics Canada catalogue number 65-506-XIE) and are applied to the 2000 data here.

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 2000 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 Customs and Revenue Agency (CCRA) 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.

The data linkage process contains three steps, explained below. A process flow diagram for 2000 follows the explanation.

#### *Step 1. Validate the exporter.*

**Exports to the United States:** According to the Exporter Registry, exports to the United States accounted for over 85% of the value of Canada's annual domestic exports in 2000. 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,

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<sup>9</sup> *Ibid.*, July 2001.

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 Registry, exports to non-U.S. destinations accounted for about 15% of the value of Canada's total domestic exports in 2000.

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.

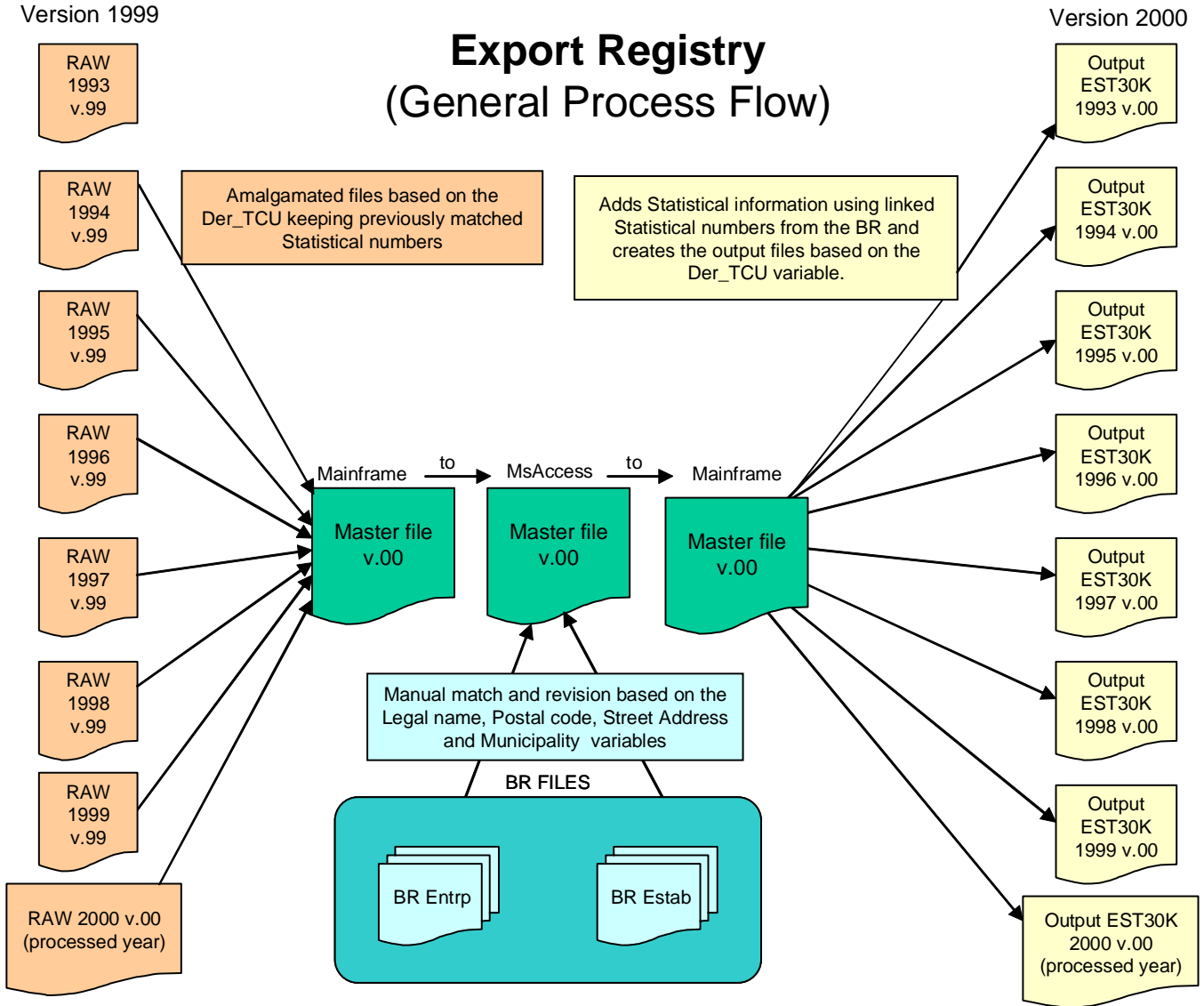
*Step 3: Link unduplicated exporter information.*

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

**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.

### Diagram 1.1 Process Flow

The process flow diagram presents a visual overview of how the different raw files are processed to become the 2000 version of the Exporter Registry. The same process will be applied in subsequent years.



#### Abbreviations

v. = version  
 Der = Derived  
 TCU = Trade Collection Unit (See Glossary)  
 RAW = Raw data

Estab = EST = Establishment  
 Entrp = Enterprise  
 EST 30K = Establishments with an annual value of exports equal to and greater than \$30,000

## PART 2

### Estimation of the Unlinked Portion

A relatively small but significant portion of the documents was not successfully linked to the Business Registry. 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 2000. By contrast, coverage for U.S. destinations was high and relatively constant from 1993 to 2000.

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 2000 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 2000 regardless of destination or export value.

Second, the export value of the unlinked portion is distributed by NAICS industry, exporter size and employment (for 2000 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 2000 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 2000 only) in the linked portion.*

It is assumed that this average should be the same for a given industry, size and employee class (for 2000 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 2000 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 2000 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 2000 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 (Commodity 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 2000. 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 2000. 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 Registry 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 2000, 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.

### 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 2000, 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.

**Table 3.1**  
**Data linkage rates, 1993 to 2000**

|                     | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 |
|---------------------|------|------|------|------|------|------|------|------|
|                     | %    |      |      |      |      |      |      |      |
| <b>Data type</b>    |      |      |      |      |      |      |      |      |
| Document (U.S.)     | 94,1 | 95,8 | 96,6 | 97,0 | 96,6 | 95,9 | 95,0 | 93,6 |
| Value (U.S.)        | 96,8 | 98,5 | 98,2 | 98,6 | 98,5 | 98,6 | 98,3 | 97,9 |
| Document (non-U.S.) | 55,9 | 56,8 | 53,5 | 92,4 | 93,0 | 91,4 | 91,8 | 79,5 |
| Value (non-U.S.)    | 81,0 | 84,1 | 82,4 | 96,6 | 96,3 | 96,1 | 96,6 | 96,2 |
| Document (total)    | 86,0 | 89,0 | 88,8 | 96,2 | 96,1 | 95,4 | 94,7 | 91,8 |
| Value (total)       | 93,6 | 95,7 | 94,8 | 98,2 | 98,1 | 98,2 | 98,1 | 97,6 |

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

## SECTION 4: STATISTICAL TABLES

**Table 4.1**  
**Exporter population, by industry grouping, 1993 to 2000**

| Industry grouping (NAICS) <sup>1</sup>        | Number of exporters (establishments) |               |               |               |               |               |               |               |
|---|--------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|   | 1993                                 | 1994          | 1995          | 1996          | 1997          | 1998          | 1999          | 2000          |
| Agriculture, Forestry, Fishing and Hunting    | 1,777                                | 1,874         | 1,899         | 1,918         | 1,994         | 1,963         | 1,935         | 2,111         |
| Mining and Oil and Gas Extraction             | 343                                  | 354           | 383           | 393           | 422           | 388           | 379           | 390           |
| Utilities                                     | 36                                   | 45            | 39            | 40            | 44            | 38            | 41            | 50            |
| Construction                                  | 463                                  | 577           | 684           | 789           | 851           | 795           | 890           | 965           |
| Manufacturing (total)                         | 15,827                               | 16,809        | 18,024        | 17,594        | 18,351        | 18,484        | 18,691        | 18,823        |
| Food  | 1,327                                | 1,335         | 1,464         | 1,380         | 1,461         | 1,448         | 1,461         | 1,448         |
| Beverage and Tobacco Products                 | 138                                  | 124           | 144           | 136           | 146           | 142           | 127           | 134           |
| Textile Mills                                 | 235                                  | 246           | 250           | 234           | 252           | 254           | 263           | 256           |
| Textile Product Mills                         | 199                                  | 250           | 259           | 244           | 257           | 253           | 251           | 251           |
| Clothing                                      | 649                                  | 685           | 759           | 779           | 806           | 819           | 846           | 825           |
| Leather and Allied Products                   | 128                                  | 147           | 156           | 152           | 158           | 161           | 158           | 144           |
| Wood Products                                 | 1,025                                | 1,110         | 1,195         | 1,222         | 1,283         | 1,267         | 1,309         | 1,328         |
| Paper   | 479                                  | 518           | 535           | 531           | 531           | 550           | 551           | 557           |
| Printing and Related Support Activities       | 529                                  | 544           | 606           | 603           | 640           | 620           | 624           | 640           |
| Petroleum and Coal Products                   | 101                                  | 105           | 104           | 93            | 114           | 116           | 105           | 114           |
| Chemicals                                     | 1,307                                | 1,331         | 1,433         | 1,124         | 1,219         | 1,218         | 1,247         | 1,249         |
| Plastic and Rubber Products                   | 1,152                                | 1,251         | 1,325         | 1,300         | 1,352         | 1,396         | 1,400         | 1,384         |
| Non-Metallic Mineral Products                 | 438                                  | 479           | 497           | 485           | 507           | 522           | 520           | 546           |
| Primary Metal                                 | 373                                  | 384           | 401           | 396           | 413           | 413           | 413           | 423           |
| Fabricated Metal Products                     | 1,850                                | 2,033         | 2,108         | 2,113         | 2,199         | 2,234         | 2,269         | 2,340         |
| Machinery                                     | 2,010                                | 2,115         | 2,223         | 2,247         | 2,291         | 2,316         | 2,333         | 2,343         |
| Computer and Electronic Products              | 1,011                                | 1,050         | 1,158         | 1,132         | 1,185         | 1,192         | 1,200         | 1,175         |
| Electrical Equipment, Appliance and Component | 512                                  | 528           | 571           | 555           | 572           | 580           | 587           | 580           |
| Transportation Equipment                      | 927                                  | 976           | 1,066         | 1,045         | 1,062         | 1,078         | 1,080         | 1,120         |
| Furniture and Related Products                | 604                                  | 697           | 778           | 851           | 901           | 921           | 957           | 952           |
| Miscellaneous Manufacturing                   | 833                                  | 901           | 992           | 972           | 1,002         | 984           | 990           | 1,014         |
| Wholesale Trade                               | 6,688                                | 7,311         | 8,048         | 8,973         | 9,158         | 8,788         | 8,681         | 8,600         |
| Retail Trade                                  | 1,042                                | 1,309         | 1,389         | 1,539         | 1,497         | 1,539         | 1,744         | 1,792         |
| Transportation and Warehousing                | 859                                  | 907           | 1,069         | 1,077         | 1,111         | 1,217         | 1,172         | 1,266         |
| Information and Cultural Industries           | 380                                  | 428           | 469           | 498           | 485           | 478           | 453           | 435           |
| Finance and Insurance                         | 542                                  | 572           | 620           | 668           | 706           | 707           | 725           | 792           |
| Business Services                             | 1,489                                | 1,762         | 2,026         | 2,306         | 2,456         | 2,462         | 2,411         | 2,546         |
| Other <sup>2</sup>                            | 735                                  | 846           | 992           | 981           | 1,019         | 955           | 1,044         | 1,094         |
| <b>Exporter Registry total</b>                | <b>30,181</b>                        | <b>32,794</b> | <b>35,642</b> | <b>36,776</b> | <b>38,094</b> | <b>37,814</b> | <b>38,166</b> | <b>38,864</b> |

<sup>1</sup> Refer to the "Note to Users" (Table 4.9) for a complete list of inclusions.

<sup>2</sup> Includes service industries such as government and education.

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



**Table 4.2**  
**Value of domestic exports, by industry grouping, 1993 to 2000**

| Industry grouping (NAICS) <sup>1</sup>        | Value of domestic exports (C\$ millions) |                |                |                |                |                |                |                |
|---|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|   | 1993                                     | 1994           | 1995           | 1996           | 1997           | 1998           | 1999           | 2000           |
| Agriculture, Forestry, Fishing and Hunting    | 2,403                                    | 3,137          | 3,698          | 4,690          | 5,159          | 5,161          | 5,465          | 6,450          |
| Mining and Oil and Gas Extraction             | 9,799                                    | 10,869         | 12,672         | 14,118         | 14,780         | 12,577         | 13,015         | 19,533         |
| Utilities                                     | 1,104                                    | 1,161          | 1,780          | 1,953          | 2,158          | 2,632          | 3,325          | 5,889          |
| Construction                                  | 909                                      | 1,081          | 1,148          | 685            | 763            | 812            | 985            | 1,468          |
| <b>Manufacturing (total)</b>                  | <b>119,521</b>                           | <b>144,884</b> | <b>172,004</b> | <b>177,797</b> | <b>193,506</b> | <b>213,137</b> | <b>239,381</b> | <b>261,511</b> |
| Food  | 4,633                                    | 5,153          | 5,510          | 6,623          | 7,904          | 8,713          | 9,638          | 10,547         |
| Beverage and Tobacco Products                 | 1,412                                    | 1,043          | 1,024          | 1,185          | 1,302          | 1,429          | 1,474          | 1,401          |
| Textile Mills                                 | 662                                      | 842            | 1,006          | 1,250          | 1,512          | 1,692          | 1,753          | 1,859          |
| Textile Product Mills                         | 285                                      | 403            | 461            | 503            | 512            | 556            | 639            | 691            |
| Clothing                                      | 620                                      | 808            | 1,071          | 1,336          | 1,641          | 2,028          | 2,217          | 2,374          |
| Leather and Allied Products                   | 195                                      | 272            | 265            | 242            | 264            | 262            | 240            | 222            |
| Wood Products                                 | 7,330                                    | 9,508          | 10,725         | 10,679         | 11,480         | 12,214         | 13,847         | 12,764         |
| Paper   | 11,632                                   | 13,428         | 18,956         | 16,171         | 14,949         | 16,030         | 17,205         | 18,950         |
| Printing and Related Support Activities       | 506                                      | 584            | 838            | 950            | 1,098          | 1,310          | 1,443          | 1,651          |
| Petroleum and Coal Products                   | 2,508                                    | 2,522          | 3,294          | 3,725          | 3,491          | 2,646          | 3,106          | 4,938          |
| Chemicals                                     | 6,392                                    | 7,383          | 8,929          | 9,030          | 10,796         | 11,596         | 12,518         | 15,070         |
| Plastic and Rubber Products                   | 4,287                                    | 5,386          | 5,967          | 6,265          | 6,989          | 8,136          | 9,277          | 10,258         |
| Non-Metallic Mineral Products                 | 1,059                                    | 1,398          | 1,671          | 1,861          | 2,102          | 2,330          | 2,594          | 2,508          |
| Primary Metal                                 | 11,406                                   | 13,202         | 16,554         | 17,081         | 17,580         | 18,174         | 17,739         | 19,051         |
| Fabricated Metal Products                     | 3,525                                    | 4,785          | 5,433          | 5,992          | 6,578          | 7,678          | 8,311          | 9,055          |
| Machinery                                     | 5,053                                    | 6,838          | 7,973          | 8,739          | 9,924          | 11,605         | 11,910         | 13,105         |
| Computer and Electronic Products              | 4,985                                    | 8,254          | 13,402         | 14,215         | 15,355         | 16,647         | 19,048         | 27,434         |
| Electrical Equipment, Appliance and Component | 1,197                                    | 1,578          | 1,998          | 2,388          | 2,989          | 3,719          | 4,643          | 6,147          |
| Transportation Equipment                      | 48,953                                   | 58,117         | 63,009         | 64,773         | 71,168         | 79,227         | 94,215         | 94,021         |
| Furniture and Related Products                | 1,163                                    | 1,540          | 1,915          | 2,363          | 3,071          | 3,932          | 4,647          | 5,401          |
| Miscellaneous Manufacturing                   | 1,718                                    | 1,839          | 2,005          | 2,423          | 2,799          | 3,211          | 2,919          | 4,065          |
| Wholesale Trade                               | 24,331                                   | 27,648         | 29,112         | 31,846         | 35,034         | 32,369         | 33,606         | 42,671         |
| Retail Trade                                  | 527                                      | 646            | 697            | 919            | 1,007          | 1,185          | 1,559          | 1,751          |
| Transportation and Warehousing                | 2,126                                    | 3,187          | 4,246          | 3,704          | 3,957          | 3,752          | 4,925          | 7,045          |
| Information and Cultural Industries           | 478                                      | 393            | 456            | 542            | 437            | 572            | 589            | 574            |
| Finance and Insurance                         | 8,224                                    | 9,489          | 8,277          | 10,081         | 10,534         | 10,863         | 11,533         | 19,133         |
| Business Services                             | 5,034                                    | 6,552          | 7,741          | 8,535          | 9,611          | 8,936          | 9,023          | 9,854          |
| Other <sup>2</sup>                            | 1,969                                    | 2,097          | 2,477          | 2,295          | 2,020          | 1,909          | 2,393          | 2,525          |
| <b>Exporter Registry total</b>                | <b>176,427</b>                           | <b>211,145</b> | <b>244,306</b> | <b>257,163</b> | <b>278,964</b> | <b>293,905</b> | <b>325,802</b> | <b>378,403</b> |

<sup>1</sup> Refer to the "Note to Users" (Table 4.9) for a complete list of inclusions.

<sup>2</sup> Includes service industries such as government and education.

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Table 4.3**  
**Exporter population, by destination and size, 1993 to 2000**

| Destination region                | Number of exporters (establishments) |               |               |               |               |               |               |               |
|-----------------------------------|--------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                   | 1993                                 | 1994          | 1995          | 1996          | 1997          | 1998          | 1999          | 2000          |
| U.S. (total)                      | 27,225                               | 29,769        | 32,016        | 31,285        | 32,768        | 32,847        | 33,519        | 34,323        |
| Eastern Seaboard <sup>1</sup>     | 18,123                               | 19,682        | 21,126        | 20,740        | 22,078        | 22,360        | 22,913        | 23,239        |
| Industrial Heartland <sup>1</sup> | 13,999                               | 15,302        | 16,627        | 16,381        | 17,563        | 17,960        | 18,382        | 18,927        |
| Midwest <sup>1</sup>              | 12,044                               | 13,562        | 14,823        | 14,836        | 16,007        | 16,621        | 16,983        | 17,497        |
| Southeast <sup>1</sup>            | 9,919                                | 11,096        | 12,260        | 12,408        | 13,382        | 13,822        | 14,263        | 14,626        |
| West <sup>1</sup>                 | 11,925                               | 13,310        | 14,662        | 14,529        | 15,595        | 16,073        | 16,490        | 17,076        |
| Non-U.S. (total)                  | 8,138                                | 8,295         | 9,692         | 14,086        | 13,053        | 12,003        | 11,425        | 10,991        |
| European Union <sup>1</sup>       | 4,364                                | 4,227         | 4,839         | 7,443         | 6,484         | 6,421         | 6,194         | 5,863         |
| Japan                             | 1,756                                | 1,750         | 2,058         | 2,674         | 2,518         | 2,288         | 2,165         | 2,107         |
| Mexico                            | 530                                  | 634           | 474           | 726           | 575           | 613           | 672           | 685           |
| South America <sup>1</sup>        | 1,206                                | 1,271         | 1,550         | 2,166         | 2,085         | 2,126         | 1,867         | 1,738         |
| Other <sup>1</sup>                | 5,436                                | 5,541         | 6,601         | 9,839         | 8,875         | 7,986         | 7,590         | 7,248         |
| U.S. only                         | 22,043                               | 24,499        | 25,950        | 22,690        | 25,041        | 25,811        | 26,741        | 27,873        |
| Non-U.S. only                     | 2,956                                | 3,025         | 3,626         | 5,491         | 5,326         | 4,967         | 4,647         | 4,541         |
| Both U.S. and non-U.S.            | 5,182                                | 5,270         | 6,066         | 8,595         | 7,727         | 7,036         | 6,778         | 6,450         |
| <b>Exporter Registry total</b>    | <b>30,181</b>                        | <b>32,794</b> | <b>35,642</b> | <b>36,776</b> | <b>38,094</b> | <b>37,814</b> | <b>38,166</b> | <b>38,864</b> |
| <b>Exporter size</b>              |                                      |               |               |               |               |               |               |               |
| Less than \$30,000                | 6,153                                | 6,463         | 6,800         | 7,162         | 6,844         | 5,909         | 5,535         | 4,315         |
| \$30,000 to \$99,999              | 6,952                                | 7,377         | 7,936         | 7,758         | 7,973         | 7,241         | 7,300         | 9,019         |
| \$100,000 to \$999,999            | 10,158                               | 11,234        | 12,222        | 12,492        | 13,195        | 13,913        | 14,092        | 13,921        |
| \$1,000,000 to \$4,999,999        | 4,064                                | 4,443         | 5,051         | 5,353         | 5,767         | 6,131         | 6,383         | 6,471         |
| \$5,000,000 to \$24,999,999       | 1,936                                | 2,235         | 2,461         | 2,742         | 2,963         | 3,123         | 3,292         | 3,508         |
| \$25,000,000 and over             | 918                                  | 1,042         | 1,172         | 1,269         | 1,352         | 1,497         | 1,564         | 1,630         |
| <b>Exporter Registry total</b>    | <b>30,181</b>                        | <b>32,794</b> | <b>35,642</b> | <b>36,776</b> | <b>38,094</b> | <b>37,814</b> | <b>38,166</b> | <b>38,864</b> |
| % share                           |                                      |               |               |               |               |               |               |               |
| Less than \$30,000                | 20.4                                 | 19.7          | 19.1          | 19.5          | 18.0          | 15.6          | 14.5          | 11.1          |
| \$30,000 to \$99,999              | 23.0                                 | 22.5          | 22.3          | 21.1          | 20.9          | 19.1          | 19.1          | 23.2          |
| \$100,000 to \$999,999            | 33.7                                 | 34.3          | 34.3          | 34.0          | 34.6          | 36.8          | 36.9          | 35.8          |
| \$1,000,000 to \$4,999,999        | 13.5                                 | 13.5          | 14.2          | 14.6          | 15.1          | 16.2          | 16.7          | 16.7          |
| \$5,000,000 to \$24,999,999       | 6.4                                  | 6.8           | 6.9           | 7.5           | 7.8           | 8.3           | 8.6           | 9.0           |
| \$25,000,000 and over             | 3.0                                  | 3.2           | 3.3           | 3.5           | 3.5           | 4.0           | 4.1           | 4.2           |
| <b>Exporter Registry total</b>    | <b>100.0</b>                         | <b>100.0</b>  | <b>100.0</b>  | <b>100.0</b>  | <b>100.0</b>  | <b>100.0</b>  | <b>100.0</b>  | <b>100.0</b>  |

<sup>1</sup> Refer to the "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 Registry 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 Registry total.

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Table 4.4**  
**Value of domestic exports, by destination and size, 1993 to 2000**

| Destination region                 | Value of domestic exports (C\$ millions) |                |                |                |                |                |                |                |
|------------------------------------|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                                    | 1993                                     | 1994           | 1995           | 1996           | 1997           | 1998           | 1999           | 2000           |
| U.S. (total)                       | 141,147                                  | 170,410        | 192,333        | 206,653        | 226,962        | 247,576        | 282,256        | 328,164        |
| Eastern Seaboard <sup>1</sup>      | 41,876                                   | 45,176         | 50,026         | 56,322         | 63,047         | 72,488         | 82,068         | 92,318         |
| Industrial Heartland <sup>1</sup>  | 60,091                                   | 77,529         | 87,835         | 88,734         | 94,029         | 96,508         | 108,050        | 121,992        |
| Midwest <sup>1</sup>               | 16,272                                   | 19,847         | 23,429         | 28,204         | 30,592         | 30,831         | 33,742         | 44,400         |
| Southeast <sup>1</sup>             | 8,348                                    | 10,332         | 12,587         | 13,530         | 15,036         | 17,588         | 20,090         | 23,749         |
| West <sup>1</sup>                  | 14,560                                   | 17,526         | 18,455         | 19,864         | 24,257         | 30,161         | 38,306         | 45,706         |
| Non-U.S. (total)                   | 35,280                                   | 40,736         | 51,974         | 50,510         | 52,002         | 46,329         | 43,546         | 50,240         |
| European Union <sup>1</sup>        | 10,968                                   | 11,956         | 16,058         | 15,032         | 14,694         | 15,293         | 14,927         | 18,084         |
| Japan                              | 8,541                                    | 9,809          | 11,969         | 11,148         | 11,150         | 8,611          | 8,302          | 8,956          |
| Mexico                             | 798                                      | 1,048          | 1,119          | 1,214          | 1,224          | 1,393          | 1,534          | 1,917          |
| South America <sup>1</sup>         | 1,865                                    | 2,449          | 2,882          | 3,152          | 3,761          | 3,237          | 2,399          | 2,776          |
| Other <sup>1</sup>                 | 13,108                                   | 15,474         | 19,946         | 19,963         | 21,173         | 17,795         | 16,384         | 18,508         |
| U.S. only                          | 104,313                                  | 125,597        | 143,744        | 119,380        | 135,852        | 149,927        | 173,623        | 204,512        |
| Non-U.S. only                      | 9,374                                    | 12,661         | 16,792         | 15,945         | 18,249         | 17,569         | 14,792         | 15,983         |
| Both U.S. and non-U.S.             | 62,740                                   | 72,887         | 83,770         | 121,838        | 124,863        | 126,410        | 137,387        | 157,909        |
| <b>Exporter Registry total</b>     | <b>176,427</b>                           | <b>211,145</b> | <b>244,306</b> | <b>257,163</b> | <b>278,964</b> | <b>293,905</b> | <b>325,802</b> | <b>378,403</b> |
| <b>Published total<sup>2</sup></b> | <b>177,622</b>                           | <b>212,493</b> | <b>246,390</b> | <b>259,295</b> | <b>280,034</b> | <b>297,509</b> | <b>331,434</b> | <b>385,364</b> |
| <b>Exporter size</b>               |  |                |                |                |                |                |                |                |
| Less than \$30,000                 | 70                                       | 76             | 80             | 89             | 89             | 80             | 77             | 58             |
| \$30,000 to \$99,999               | 406                                      | 430            | 466            | 458            | 471            | 433            | 435            | 531            |
| \$100,000 to \$999,999             | 3,532                                    | 3,996          | 4,338          | 4,539          | 4,791          | 5,023          | 5,171          | 5,148          |
| \$1,000,000 to \$4,999,999         | 9,417                                    | 10,366         | 11,934         | 12,491         | 13,592         | 14,562         | 15,235         | 15,721         |
| \$5,000,000 to \$24,999,999        | 21,638                                   | 25,395         | 28,267         | 31,155         | 33,852         | 35,234         | 37,384         | 40,665         |
| \$25,000,000 and over              | 141,364                                  | 170,883        | 199,222        | 208,431        | 226,170        | 238,572        | 267,499        | 316,280        |
| <b>Exporter Registry total</b>     | <b>176,427</b>                           | <b>211,146</b> | <b>244,307</b> | <b>257,163</b> | <b>278,965</b> | <b>293,904</b> | <b>325,801</b> | <b>378,403</b> |
| % share                            |  |                |                |                |                |                |                |                |
| Less than \$30,000                 | 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            | 0.1            | 0.1            |
| \$100,000 to \$999,999             | 2.0                                      | 1.9            | 1.8            | 1.8            | 1.7            | 1.7            | 1.6            | 1.4            |
| \$1,000,000 to \$4,999,999         | 5.3                                      | 4.9            | 4.9            | 4.9            | 4.9            | 5.0            | 4.7            | 4.2            |
| \$5,000,000 to \$24,999,999        | 12.3                                     | 12.0           | 11.6           | 12.1           | 12.1           | 12.0           | 11.5           | 10.7           |
| \$25,000,000 and over              | 80.1                                     | 80.9           | 81.5           | 81.1           | 81.1           | 81.2           | 82.1           | 83.6           |
| <b>Exporter Registry total</b>     | <b>100.0</b>                             | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   |

<sup>1</sup> Refer to the "Note to Users" (Table 4.8) for a complete list of inclusions.

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

**Note:** The categories U.S. (total) and Non-U.S. (total) will not add up to the Exporter Registry 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 Registry total.

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Table 4.5**  
**Exporter population, by province of residence, 1993 to 2000**

| Province of residence              | Number of exporters |               |               |               |               |               |               |               |
|------------------------------------|---------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                                    | 1993                | 1994          | 1995          | 1996          | 1997          | 1998          | 1999          | 2000          |
| Newfoundland                       | 161                 | 148           | 162           | 191           | 192           | 174           | 184           | 191           |
| Prince Edward Island               | 132                 | 139           | 141           | 130           | 130           | 140           | 155           | 156           |
| Nova Scotia                        | 703                 | 702           | 754           | 812           | 828           | 765           | 819           | 831           |
| New Brunswick                      | 610                 | 664           | 738           | 704           | 732           | 737           | 717           | 718           |
| Quebec                             | 6,283               | 6,849         | 7,531         | 7,894         | 8,284         | 8,178         | 8,293         | 8,466         |
| Ontario                            | 14,351              | 15,587        | 16,917        | 17,189        | 17,679        | 17,648        | 17,637        | 17,654        |
| Manitoba                           | 1,162               | 1,242         | 1,243         | 1,270         | 1,289         | 1,302         | 1,302         | 1,357         |
| Saskatchewan                       | 599                 | 672           | 725           | 733           | 748           | 723           | 734           | 792           |
| Alberta                            | 2,023               | 2,266         | 2,445         | 2,643         | 2,841         | 2,827         | 2,925         | 3,146         |
| British Columbia <sup>1</sup>      | 4,157               | 4,506         | 4,961         | 5,210         | 5,371         | 5,320         | 5,400         | 5,553         |
| Yukon <sup>1</sup>                 | X                   | 11            | 13            | X             | X             | X             | X             | X             |
| Northwest Territories <sup>2</sup> | X                   | 7             | 11            | X             | X             | X             | X             | X             |
| Nunavut <sup>2</sup>               | ...                 | ...           | ...           | ...           | ...           | ...           | X             | X             |
| <b>Canada</b>                      | <b>30,181</b>       | <b>32,794</b> | <b>35,642</b> | <b>36,776</b> | <b>38,094</b> | <b>37,814</b> | <b>38,166</b> | <b>38,864</b> |

<sup>1</sup> Yukon and Northwest Territories have been combined with British Columbia for the years 1993 and 1996 to 2000.

<sup>2</sup> Nunavut is combined with the Northwest Territories for 1999 and 2000.

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

... Figures not applicable.

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

**Table 4.6**  
**Value of domestic exports, by province of residence, 1993 to 2000**

| Province of residence              | Value of exports (C\$ millions) |                |                |                |                |                |                |                |
|------------------------------------|---------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                                    | 1993                            | 1994           | 1995           | 1996           | 1997           | 1998           | 1999           | 2000           |
| Newfoundland                       | 982                             | 665            | 1,012          | 1,534          | 1,605          | 1,455          | 1,838          | 2,440          |
| Prince Edward Island               | 209                             | 286            | 315            | 318            | 335            | 465            | 513            | 515            |
| Nova Scotia                        | 2,358                           | 2,585          | 2,986          | 3,252          | 3,823          | 3,799          | 4,310          | 4,617          |
| New Brunswick                      | 3,242                           | 3,850          | 4,796          | 4,874          | 5,047          | 4,993          | 5,653          | 7,004          |
| Quebec                             | 28,870                          | 34,858         | 45,799         | 47,220         | 51,144         | 57,547         | 61,961         | 72,262         |
| Ontario                            | 93,215                          | 111,722        | 123,241        | 128,848        | 141,453        | 152,623        | 171,678        | 181,174        |
| Manitoba                           | 4,421                           | 5,875          | 7,091          | 8,888          | 8,426          | 8,297          | 9,622          | 10,928         |
| Saskatchewan                       | 2,980                           | 3,455          | 4,091          | 4,265          | 4,558          | 4,855          | 5,336          | 6,235          |
| Alberta                            | 18,780                          | 21,672         | 25,618         | 30,441         | 32,763         | 30,531         | 34,997         | 58,469         |
| British Columbia <sup>1</sup>      | 21,368                          | 26,152         | 29,315         | 27,523         | 29,810         | 29,341         | 29,895         | 34,758         |
| Yukon <sup>1</sup>                 | X                               | 4              | 1              | X              | X              | X              | X              | X              |
| Northwest Territories <sup>2</sup> | X                               | 22             | 39             | X              | X              | X              | X              | X              |
| Nunavut <sup>2</sup>               | ...                             | ...            | ...            | ...            | ...            | ...            | X              | X              |
| <b>Canada</b>                      | <b>176,425</b>                  | <b>211,146</b> | <b>244,304</b> | <b>257,163</b> | <b>278,964</b> | <b>293,906</b> | <b>325,803</b> | <b>378,402</b> |

<sup>1</sup> Yukon and Northwest Territories have been combined with British Columbia for the years 1993 and 1996 to 2000.

<sup>2</sup> Nunavut is combined with the Northwest Territories for 1999 and 2000.

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

... Figures not applicable.

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

**Table 4.7**  
**Number of exporters and value of exports, by employee class and exporter size,**  
**Canada, 2000**

| Exporter size               | Employee class                  |               |               |                | Total          |
|-----------------------------|---------------------------------|---------------|---------------|----------------|----------------|
|                             | Less than 50                    | 50 to 99      | 100 to 199    | 200 and over   |                |
|                             | Number of exporters             |               |               |                |                |
| Less than \$30,000          | 3,651                           | 335           | 180           | 149            | 4,315          |
| \$30,000 to \$99,999        | 7,634                           | 753           | 395           | 237            | 9,019          |
| \$100,000 to \$999,999      | 11,081                          | 1,570         | 816           | 454            | 13,921         |
| \$1,000,000 to \$4,999,999  | 3,916                           | 1,402         | 824           | 329            | 6,471          |
| \$5,000,000 to \$24,999,999 | 1,077                           | 906           | 932           | 593            | 3,508          |
| \$25,000,000 and over       | 318                             | 184           | 329           | 799            | 1,630          |
| <b>Total</b>                | <b>27,677</b>                   | <b>5,150</b>  | <b>3,476</b>  | <b>2,561</b>   | <b>38,864</b>  |
|                             | Value of exports (C\$ millions) |               |               |                |                |
| Less than \$30,000          | 49                              | 4             | 2             | 2              | 58             |
| \$30,000 to \$99,999        | 445                             | 47            | 25            | 15             | 531            |
| \$100,000 to \$999,999      | 3,974                           | 658           | 339           | 177            | 5,148          |
| \$1,000,000 to \$4,999,999  | 8,869                           | 3,679         | 2,263         | 910            | 15,721         |
| \$5,000,000 to \$24,999,999 | 11,762                          | 9,630         | 11,170        | 8,104          | 40,666         |
| \$25,000,000 and over       | 65,664                          | 24,930        | 33,220        | 192,466        | 316,280        |
| <b>Total</b>                | <b>90,763</b>                   | <b>38,949</b> | <b>47,019</b> | <b>201,673</b> | <b>378,403</b> |

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

## Appendix: Notes to Users

### 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   |                  |  |

## Industry Groupings

| Industry groupings                            | Corresponding<br>NAICS code |
|---|-----------------------------|
| Agriculture, Forestry, Fishing and Hunting    | 11                          |
| Mining and Oil and Gas Extraction             | 21                          |
| Utilities                                     | 22                          |
| Construction                                  | 23                          |
| <b>Manufacturing total</b>                    | <b>31–33</b>                |
| 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, Appliance and Component | 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, non-profit 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 Registry 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 Registry, and exporter is defined as an establishment engaged in the export of domestically produced goods.

### **Harmonized Commodity 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 Registry 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.