



CAMERA DI COMMERCIO  
DELLA ROMAGNA  
FORLÌ-CESENA E RIMINI

**Columdae**

WE MAKE  
YOUR BUSINESS  
EXPAND IN  
OTHER  
COUNTRIES.

# GOING TO CANADA BUSINESS OPPORTUNITIES 2026



AI Business  
Excellence  
awards

COLUMDAE ApS

Best Business Export Support Services Provider - Scandinavia

2022

27.01.2026



[www.columdae.com](http://www.columdae.com)

# Summary

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- ✓ WHO WE ARE - COLUMDAE ApS
- ✓ BUSINESS OUTLOOK – MACRODATA
- ✓ KEY & STRATEGIC TRENDS IN CANADA
- ✓ BUSINESS OPPORTUNITIES IN THE MARKET AND NEW KEY TRENDS
- ✓ BUSINESS CULTURE & NEGOTIATION – a Key Factor
- ✓ WHY ITALY – Sectors
- ✓ QUESTIONS & ANSWERS
- ✓ THANKS AND GOOD BYE

# OUR MARKETS





## **Looking for the best way to export and expand abroad?**

Why Columdae is indispensable when you want to expand into new markets abroad:

- **WE ARE LOCALS**
- **WE ARE EXPERTS**
- **WE ARE RESULT ORIENTED**
- **WE SAVE YOUR TIME AND MONEY**
- **WE OPTIMIZE AND CAPITALIZE YOUR OPPORTUNITIES**

## How we implement projects?

- 1) **Free Preliminary Check** 3-5 working days  
Local Export Specialist
- 2) Feedback from our Local Export Specialist  
**Project Potentiality to proceed or not**
- 3) Proposal: - 50 % + **50% Success Fee**
- 4) Start – **90 working days**  
Conference Call with local Export Specialist
- 5) **Mid Report** – 45 working days
- 6) **FINAL REPORT + Short List**  
Conference call Country Project Account

COMPANY NAME:

<b>Project Summary:*</b> <small>*to be filled in by Columdae ApS</small>		Client	Project n°
<b>COMPANY PROFILE</b>			
Established year:		Employees:	
Turnover:		Webpage:	
1. Product / Solutions			
2. Markets to develop			
3. Type of Research	<input type="checkbox"/> Clients <input type="checkbox"/> Distributors / Partners <input type="checkbox"/> Account Export Service <input type="checkbox"/> Market Analysis		
4. Target			
<b>OWN PRODUCT DESCRIPTION</b>			
Competitive strength			
Key Distributors/Clients References			
Key products / solutions characteristics			
Price range			
Certifications			
<b>TARGET MISSION DESCRIPTION</b>			
Target size potential Clients/Distributors			
Market/customer segment			
Existing contacts in the target market (companies contacted or existing cooperation partners)			
Main competitors in the area			
Present key example of clients/distributors/buyers			
<b>ADDITIONAL KEY INFORMATION:</b>			



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# OUR MAIN EXPERTIES

**Partner Search**  
Finding new  
Distributors and  
Partners

**Client / Buyer  
Search**  
Finding new  
Clients, Rapid  
Export Growth

**Account Export  
Services**  
Managing &  
Developing your  
Export abroad

**Market  
Information**  
Competitor and  
market analysis

**Trade  
Delegation**  
Business  
mission in  
Strategic Market

**Tax & Legal**  
Tax, legal stand-  
point & support  
Procurement  
Tenders

ANDERSEN



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# EXPORT Opportunities in **CANADA**



# Target Market Business Outlook



In its latest October Monetary Policy Report, the Bank of Canada forecast real GDP growth for Canada of 1.2% in 2025 reflecting lower potential output and weaker demand, followed by 1.1% in 2026. Activity is expected to pick up again in 2027 to 1.6%, supported by a recovery in exports. Canada is projected to remain the 10th largest economy in the world by nominal GDP in 2026. While growth is slow, it is expected to be relatively stable compared to the volatility of 2025, with inflation stabilizing near the 2% target

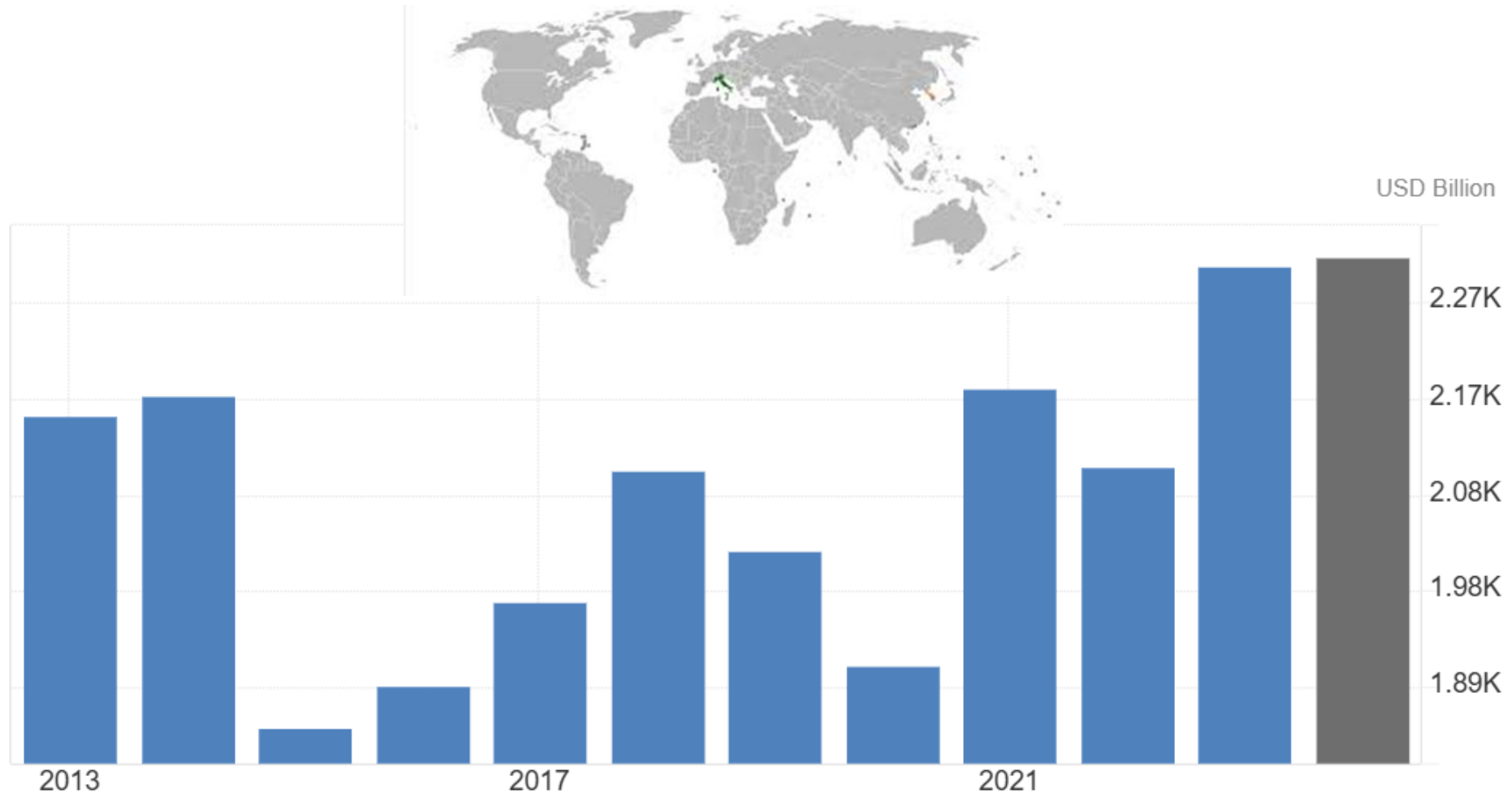
The economic outlook depends on several key assumptions. Importantly, the projection does not incorporate any wide-ranging US tariffs. New tariffs could significantly affect the outlooks for growth and inflation. Reflecting an increase in uncertainty about US trade policy, the projection includes a modest negative impact on Canadian business investment. The easing of monetary policy contributes to the increase in economic activity by stimulating household and business spending. At the same time, exports are supported by new transportation capacity for oil and gas, along with the continued strength of the US economy.

# CANADA



<b>Prime Minister</b>	<b>Mark Carney</b>
<b>Political Regime</b>	<b>Constitutional monarchy</b>
<b>Capital</b>	<b>Ottawa</b>
<b>GDP/Cap</b>	<b>53.431</b>
<b>Main cities</b>	<b>Toronto, Montreal, Vancouver, Calgary</b>

# CANADA GDP TREND 2013 - 2025



# MAIN REMARKS

- Canada is a high-income country, rich in raw materials, with an advanced agricultural sector and a significant industrial base, as well as the **10<sup>th</sup> largest economy in the world** by absolute GDP.
- The **stability of the political and economic system**, the cost of production factors and access to credit, together with the appreciation for Italian products and a traditional policy of openness to international trade, make Canada an extremely attractive market for Italian companies
- **CETA** between the European Union and Canada. The Agreement, in addition to the almost total liberalization of tariff lines.
- Free Trade Agreement with the USA and Mexico **NAFTA**, the subject of a recent negotiation review between the Parties

# MAIN CHALLENGES

- **Inflation and Monetary Policy:** The Bank of Canada (BoC) is maintaining its key interest rate at 2.75%, despite signs of economic weakness such as rising unemployment and declining domestic demand. Core inflation rose to an average of 3.15% in April, well above the Bank's 2% target midpoint.
- **Manufacturing and Trade Pressures:** Canada's manufacturing sector remains under pressure, with the S&P Global Canada Manufacturing Purchasing Managers' Index (PMI) at 46.1 in May, indicating contraction. Employment in the sector dropped markedly, with the employment index falling to 44.9—its lowest since June 2020. Tariffs, especially from the United States, have added to price pressures and caused significant supply chain delays.

# MAIN CHALLENGES

- **Energy Strategy and Trade Diversification:** Prime Minister Mark Carney is engaging with the oil industry to boost production and cut emissions, aiming to strengthen Canada's economy amid potential trade threats from the U.S. Projects like new pipelines and a C\$20 billion carbon-capture initiative are part of this strategy.
- **Fiscal Stability and Structural Challenges:** Canada's macroeconomic framework is robust, supported by strong public finances and a well-capitalised banking sector. However, the economy faces significant headwinds from tariffs with the United States. High household mortgage debt remains another vulnerability, and high debt service costs weigh on household finances.



# CANADIAN OUTLOOK



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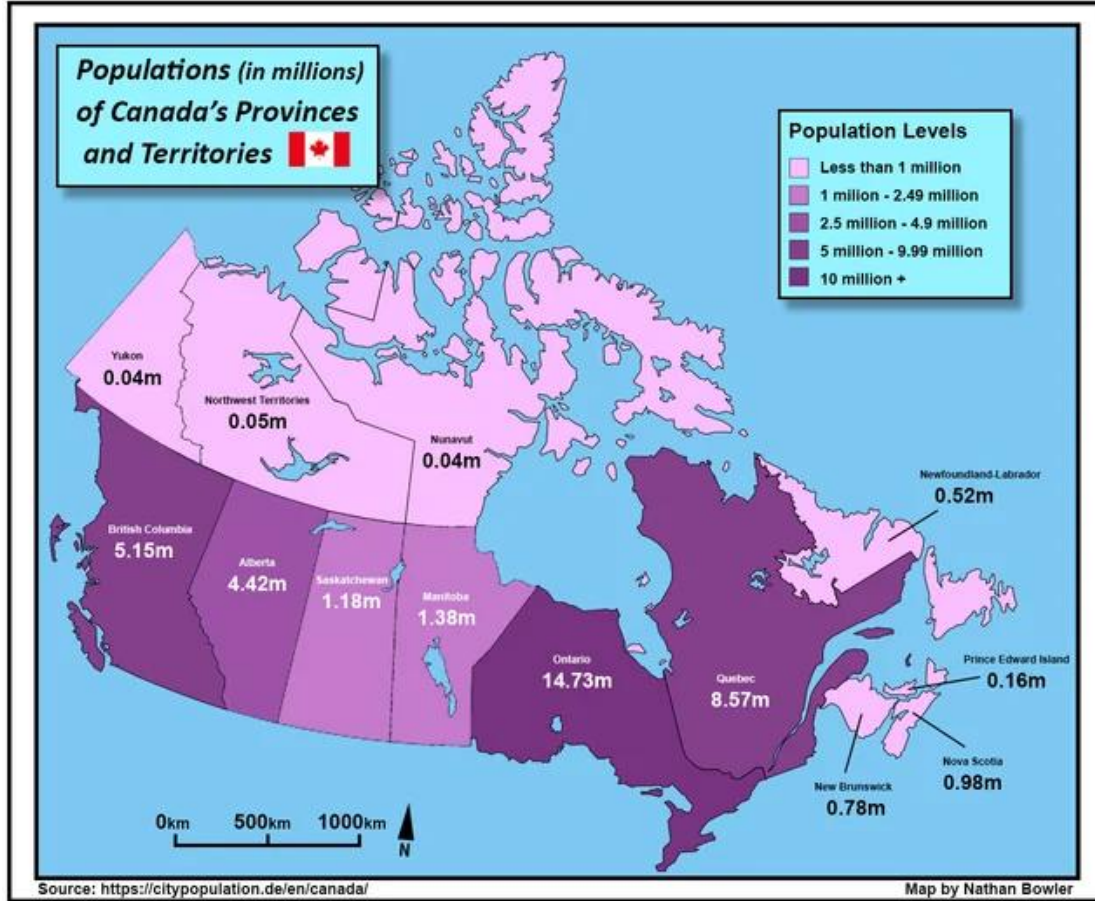
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# CANADA MAIN DISTRICTS



# CANADA BY POPULATION

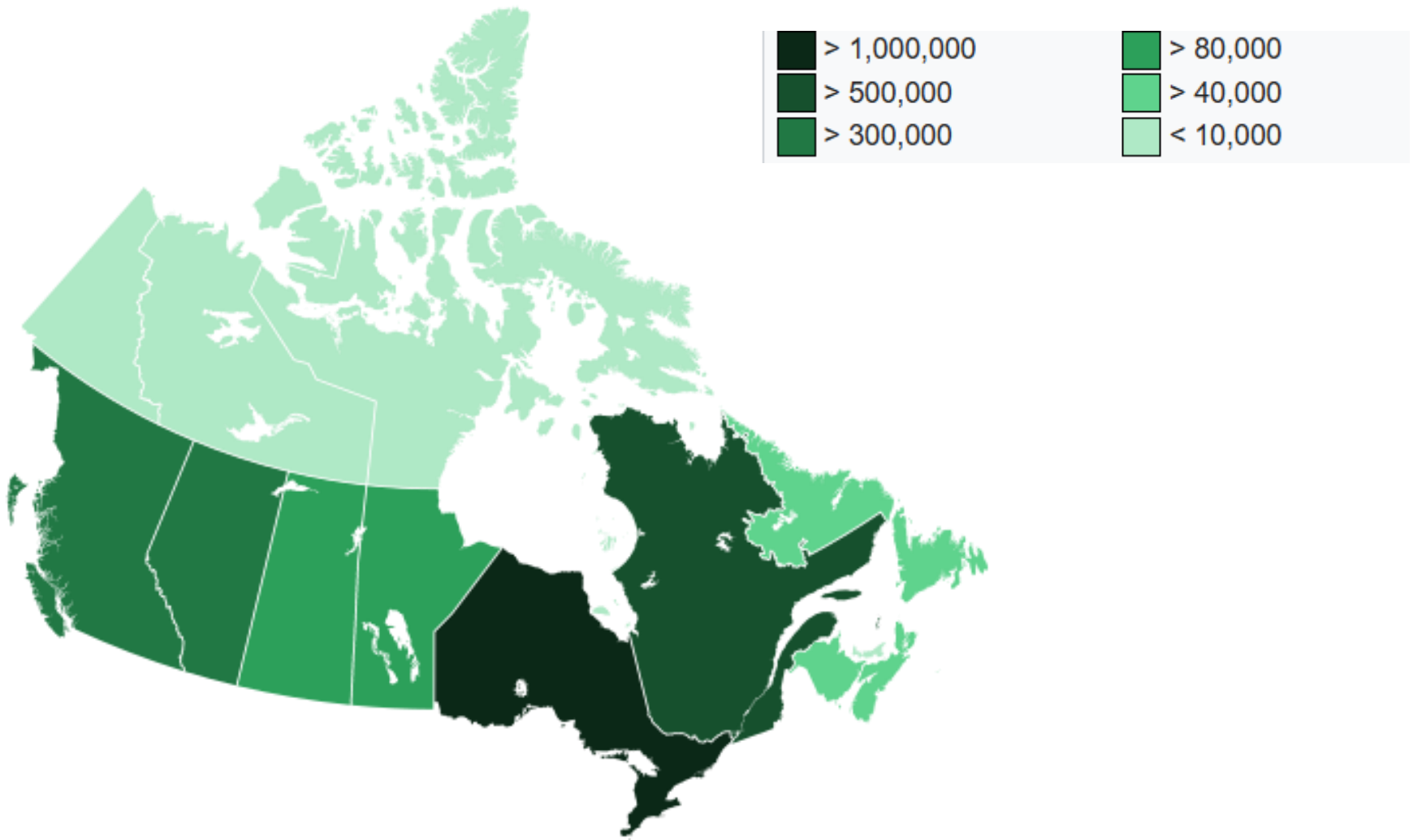


Most of the population is concentrated in a strip of about **200 km** along the **border with the United States**.

This region includes the most populous provinces, such as **Ontario, Quebec and British Columbia**.

Other areas of Canada, such as the northern region and the easternmost regions, have much lower population densities

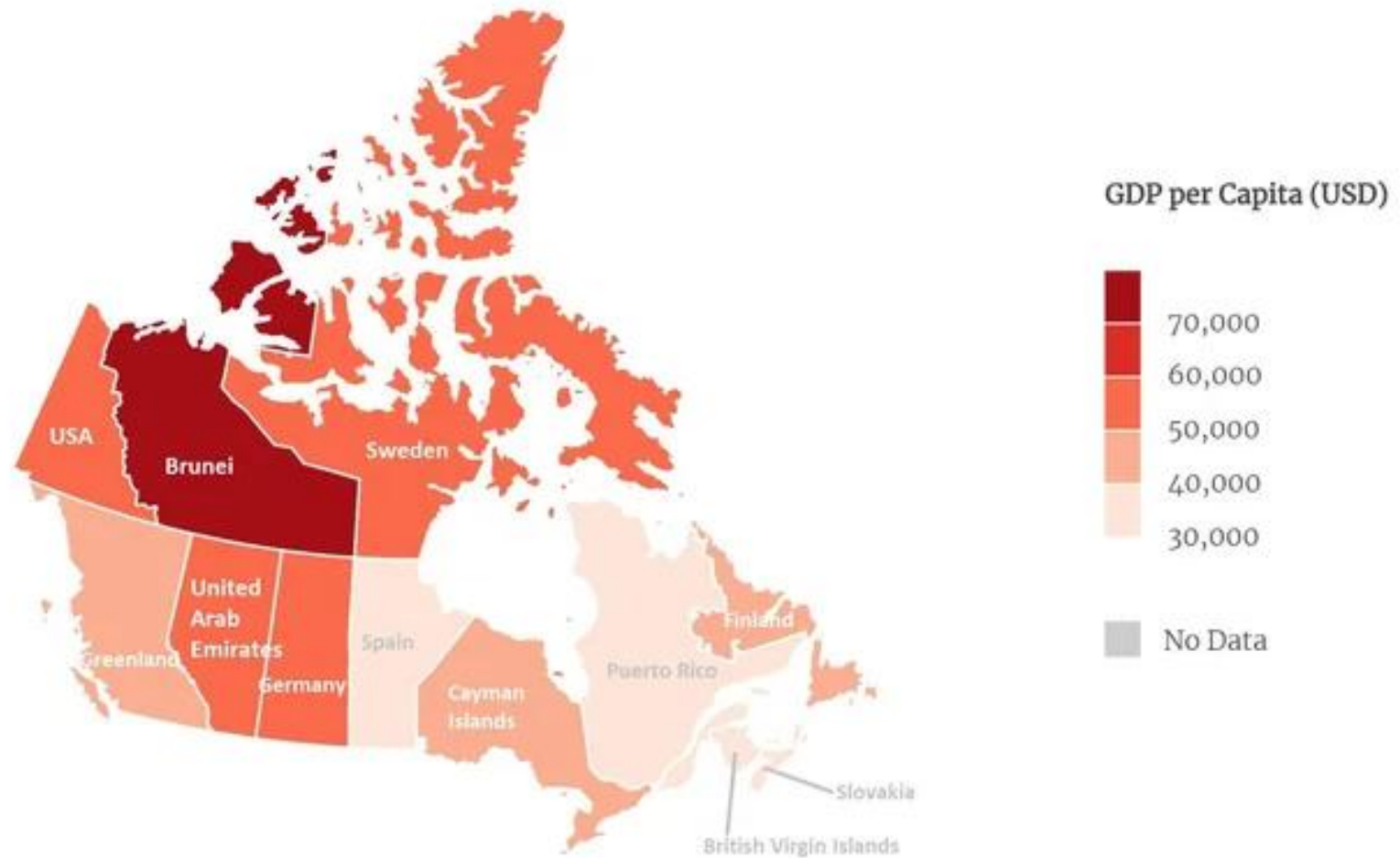
# CANADA GDP BY AREA



# CANADA GDP BY AREA

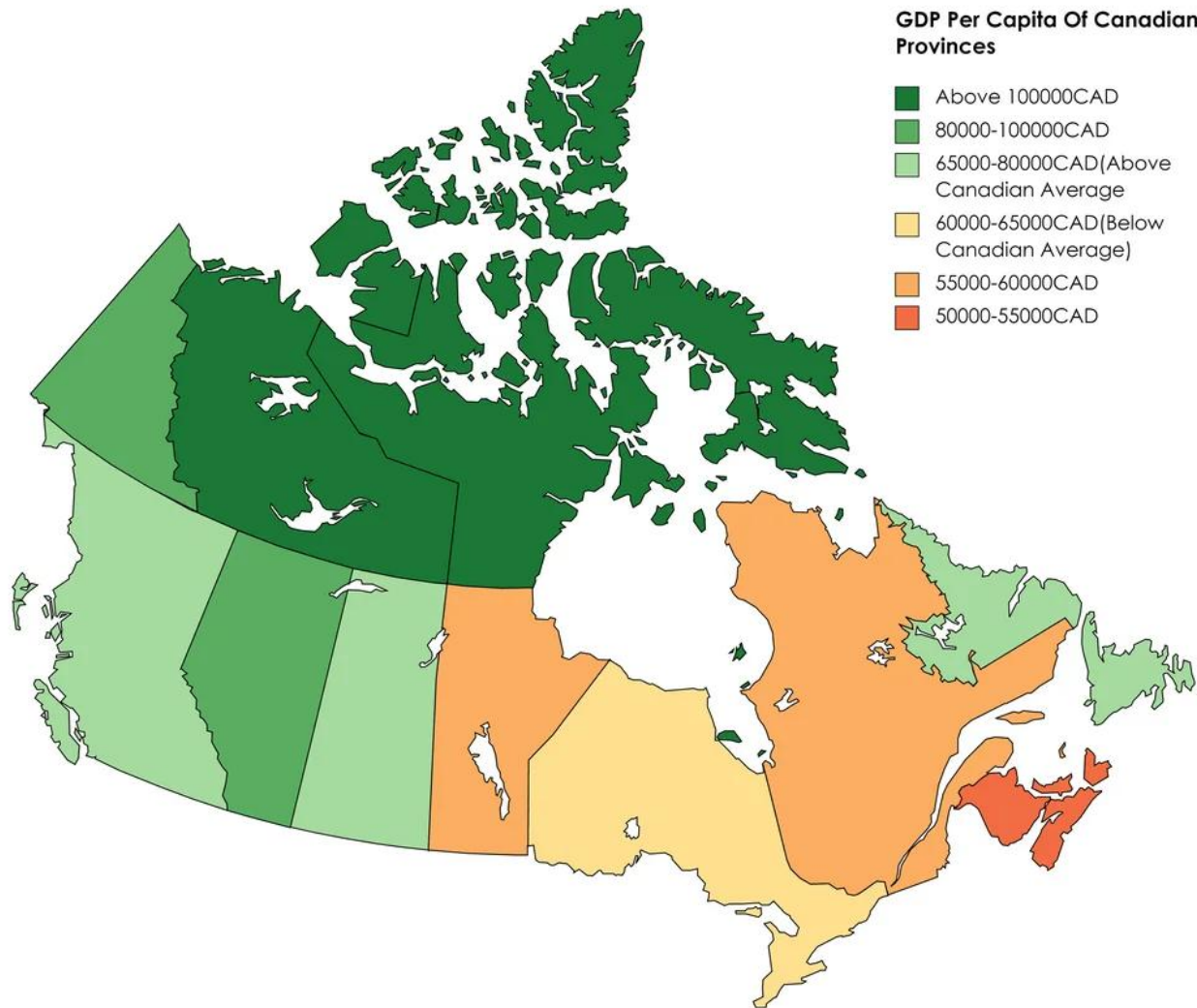
- GDPs, there is wide **variation among territories**, long-term regional disparities
- **Ontario**, the country's most populous province, is a major manufacturing and trade hub with extensive linkages to the northeastern and midwestern United States.
- The economies of Alberta, Saskatchewan, Newfoundland and Labrador and the territories rely **heavily on natural resources**.
- Manitoba, Quebec and The Maritimes have the country's **lowest per capita GDP** values.

# CANADA GDP PRO CAPITA BY AREA





# CANADA GDP PRO CAPITA BY AREA



# 10 REASONS TO GO TO CANADA

Profitable market

Large market

A market where  
foreigners succeeded

Strong economic  
growth

Easy to prospect

Well-managed  
country

Industrial sector 25-  
30%

Open market

Strong legal framework

Fourth largest oil exporter in the world





# CANADA MAIN SECTORS

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## ✓ **Energy (Oil & Gas)**

Canada is one of the world's largest producers of oil and natural gas. **Alberta's** oil sands are a major contributor to the economy. Ongoing efforts are being made to balance production with emission reduction (e.g. carbon capture projects). Canada is also investing in renewable energy (wind, hydro, solar).

## ✓ **Natural Resources & Mining**

Canada is a leading global producer of: Gold, uranium, potash, nickel, copper, and diamonds. Key mining regions: Ontario, Quebec, British Columbia. The mining sector is vital for exports and rural employment.

## ✓ **Manufacturing**

Products include automobiles (GM, Ford, Stellantis) aerospace components (Bombardier, Montreal), electronics, machinery, and food products. Ontario and Quebec are the main manufacturing hubs. The automotive sector (especially in Ontario) is closely tied to the U.S. market. High and Clean Tech

# CANADA MAIN SECTORS

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## ✓ **Agriculture & Agri-food**

Major products: wheat, canola, dairy, beef, poultry, and seafood. Canada is among the world's top exporters of wheat and canola. Prairie provinces (Alberta, Saskatchewan, Manitoba) are the agricultural heartland

## ✓ **Aerospace**

Canada ranks among the top aerospace producers globally. Key players include Bombardier and Pratt & Whitney Canada. Aerospace hubs: Montreal (Quebec), Toronto (Ontario), Winnipeg (Manitoba).

## ✓ **Forestry & Pulp and Paper**

Canada is one of the largest global exporters of softwood lumber and paper products. Important to British Columbia and Quebec, sustainability and conservation are key challenges.

## **WHY CANADA: Business opportunitets**



# OPPORTUNITIES BY SECTORS

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## ✓ **ENERGY (OIL & GAS), OTHER NATURAL RESOURCES & MINING**

Extractive and other primary industries require a lot of hardware, which is not produced in Canada. Traditionally, Canadian companies have acquired a lot of these from the US, but now there is a strong trend in Canada to replace US imports. This is not only because of the tariffs but general dissatisfaction with the current US administration's attitude towards Canada.

Energy-saving equipment is in particular demand in these sectors.

## ✓ **MANUFACTURING**

Canadian manufacturers need a lot of advanced machinery and components. This sector too has had traditionally strong ties with the US market, but replacement of US suppliers is taking place here too. (This is very difficult in the automotive sector in particular, due to its close ties with the US).

# OPPORTUNITIES BY SECTORS

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## ✓ CONSTRUCTION

Canada has a serious housing shortage, resulting from high population growth (largely through immigration). Construction companies are building as much as they are allowed to (= they are granted land and permits by municipalities), and as much as they can find locally qualified labour. The new government has promised measures to ease these constraints on construction.

This means that Canada will have a good demand for both construction equipment and materials (as long as they meet the local standards). The trend to replace US products creates new opportunities for qualified European suppliers. Labour-saving construction technology and energy-efficient materials are in particular demand.

# OPPORTUNITIES BY SECTORS

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## ✓ **FOOD AND BEVERAGES**

Italian-style foods are perennially popular in Canada. Traditionally, most of the market has been supplied by local or US producers of Italian-style foods. However, in this field too Canadians seek to replace US products. Thus, real Italian food producers have a good opportunity here.

Canada has its own wine production, but it is not enough to meet the domestic demand. Traditionally, Canada has imported a lot of wine from California, but now consumers are boycotting US products, including wines. Thus, Italian wine producers can benefit from the situation.

## **ITALY - CANADA: Export opportunitets**



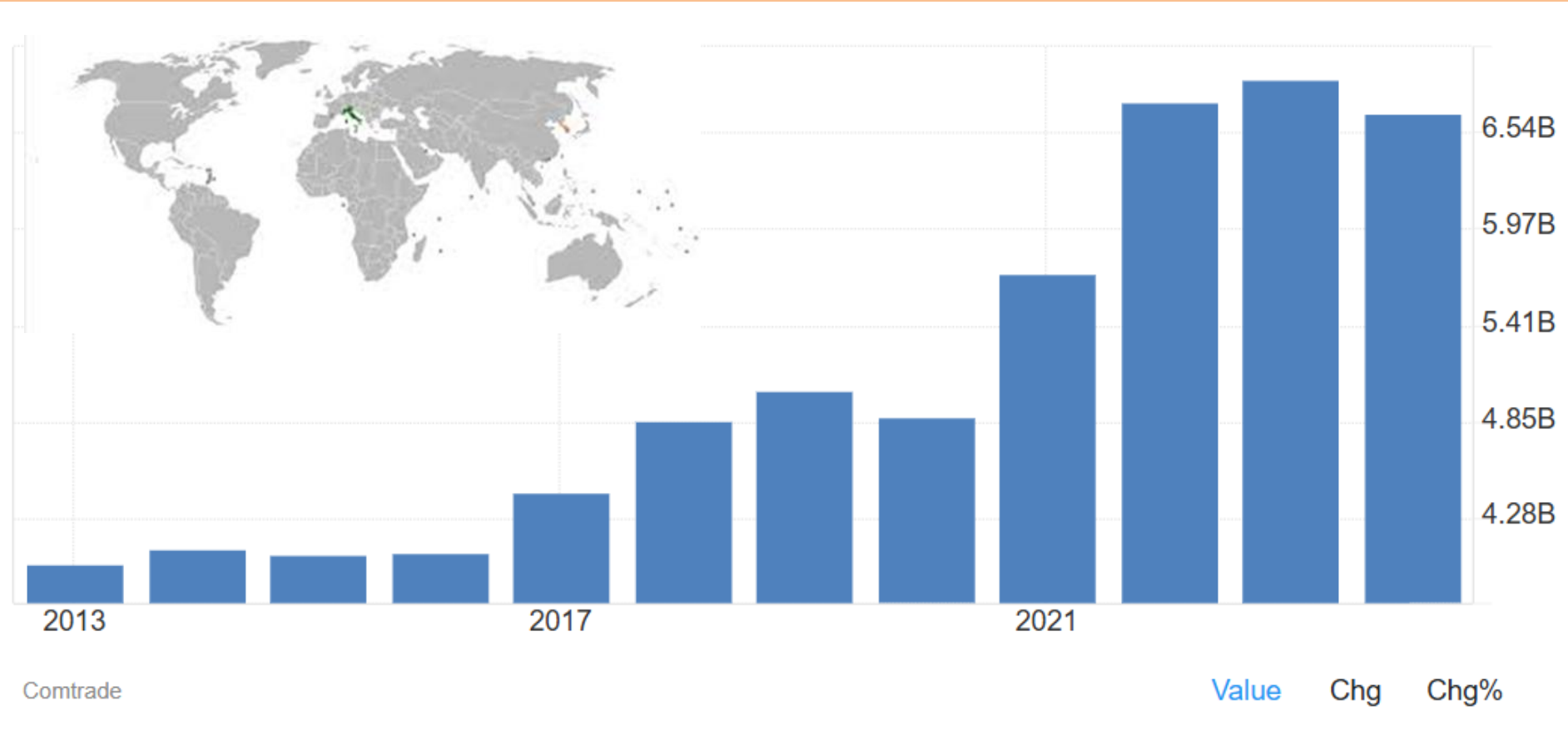
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# ITALIAN EXPORT in CANADA

- ❑ Italy maintains eighth place (12.3 billion CAD exports) among Canada's main suppliers, after the United States (375.7 billion CAD), China (87.6 billion CAD), Mexico (46.9 billion CAD), Germany (23.5 billion CAD), Japan (20.8 billion CAD), South Korea (16.7 billion CAD) and Vietnam (14.5 billion CAD). Brazil (10.2 billion) and France (9.7 billion) follow.
- ❑ CETA (Comprehensive Economic and Trade Agreement) between the European Union and Canada, eliminating customs tariffs, opening public procurement to European companies.
- ❑ In the last years, trade between Italy and Canada has recorded significant and constant growth, with an increase of 27.9%
- ❑ The trade balance continues to be favorable to Italy, but in 2024 the surplus decreased by 11.8%, compared to 2023, going from 10.2 billion to 8.9 billion: Italian exports to Canada decreased slightly (-4.8%, for a total of over 12.3 billion CAD, compared to 12.9 billion CAD)

# ITALIAN EXPORT 2013 - 2025



Data for all 2025, not yet available

# ITALIAN EXPORT in CANADA

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## TOP TREND SECTORS

1. Machinery and Equipment
2. Products of Mines and Quarries
3. Furniture
4. Food products

# ITALIAN EXPORT 2024 TOP 25

## Italy Exports to Canada

Italy Exports to Canada	Value	Year
Machinery, nuclear reactors, boilers	\$1.46B	2024
Beverages, spirits and vinegar	\$603.09M	2024
Vehicles other than railway, tramway	\$402.59M	2024
Electrical, electronic equipment	\$364.19M	2024
Pharmaceutical products	\$292.75M	2024
Furniture, lighting signs, prefabricated buildings	\$242.10M	2024
Articles of apparel, not knit or crocheted	\$234.63M	2024
Cereal, flour, starch, milk preparations and products	\$187.96M	2024
Animal, vegetable fats and oils, cleavage products	\$161.34M	2024
Pearls, precious stones, metals, coins	\$152.27M	2024
Articles of iron or steel	\$143.40M	2024
Footwear, gaiters and the like,	\$139.39M	2024

# ITALIAN EXPORT 2024 TOP 25

Iron and steel	\$139.19M	2024
Organic chemicals	\$135.64M	2024
Aircraft, spacecraft	\$129.36M	2024
Ceramic products	\$123.90M	2024
Dairy products, eggs, honey, edible products	\$120.23M	2024
Articles of leather, animal gut, harness, travel good	\$118.91M	2024
Articles of apparel, knit or crocheted	\$113.29M	2024
Optical, photo, technical, medical apparatus	\$112.98M	2024
Plastics	\$106.24M	2024
Meat, fish and seafood preparations	\$93.53M	2024
Vegetable, fruit, nut food preparations	\$91.31M	2024
Cocoa and cocoa preparations	\$70.59M	2024
Essential oils, perfumes, cosmetics, toileteries	\$67.70M	2024

## **BUSINESS CULTURE: A KEY FACTOR**



# CANADIAN BUSINESS CULTURE

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## ✓ **General Attitudes**

Canada seeks to portray itself as an open-minded society, “celebrating diversity.” Recent immigrants from India, the Philippines, and many other countries are occupying a number of managerial and expert positions in Canadian companies.

## ✓ **General Conduct**

Canadians value politeness (there are even jokes about Canadians saying “sorry” all the time). US type assertiveness in business and private life is frowned upon. Address by first name is expected, even when you meet a person for the first time.

## ✓ **Saying Yes and No**

Canadians are more direct than the British, and are not afraid to say no. (The British can be polite to the point of insincerity). Canadians expect this from their negotiation counterparts too.



# CANADIAN BUSINESS CULTURE

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## ✓ **Decision Making**

Larger Canadian companies tend to be less hierarchical than their equivalents in the US and many other countries. Companies have rules about purchases and investments above a certain threshold (e.g. CAD 50,000). The larger the purchase or the investment, the larger number of stakeholders inside the company need to be consulted. This results in slow decision making processes but then it makes all the relevant stakeholders more committed the process.

## ✓ **Problem Solving**

Canadians are transparent about any problems in business and expect the same from their suppliers. If you are selling to a Canadian company and have any problems with your delivery, it is better to inform your Canadian customer about this as soon as possible. Making excuses etc. only makes Canadians lose their trust in you.

# CANADIAN BUSINESS CULTURE

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## ✓ **Laws, Rules, and Regulations**

Canadians are law-abiding people, and laws, rules, and regulations are taken seriously.

Even relatively smaller companies these days may adhere to CSR rules and recommendations (often necessary if they want to supply to e.g. provincial and the federal government). This means that these companies require the same from their suppliers too.

For instance, a supplier evaluation may include not only one's production but various aspects about the supplier's financing and standing in its local society. For instance, if a supplier has tax debt, or is in the middle of legal proceedings, it may be disqualified on such grounds. No exceptions are made on these. A potential supplier should just fix its problems first, and then approach the potential Canadian customer again.

# CANADIAN BUSINESS CULTURE

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## ✓ **Dress Code**

Like in many other countries, formalwear has become less popular and less expected in business life in Canada. However, when visiting a business partner for the first time, it is always safer to dress up rather than down.

## ✓ **Fixing Appointments and Business Travel**

It is the best to let a Canadian partner know at least one month in advance that you intend to visit them (e.g. “I am planning to visit you on the week starting 23<sup>rd</sup> October.”). Specific appointment times can then be fixed a bit closer to the time. If you are visiting several different locations, be aware of travel distances. As in the US, flying between provinces is more recommend than driving.

Snowstorms occur in winter, typically between December and March in most parts of Canada, which often cause serious disruption to air and land traffic.

# CANADIAN BUSINESS CULTURE

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## ✓ **Language**

Canada is officially a bilingual society. In French-speaking areas like Quebec, the knowledge of English is not always widespread, though businesspeople are usually more or less fluent in it.

The knowledge of French among non-native speakers, then, is quite low in Canada.

## ✓ **Socialising**

Small talk among Canadians is similar to that in the US and UK. The usual rules about topics to avoid are valid in Canada too (politics, religion etc.). However, Canadians may start talking about politics these days, especially with regard to the US.

As Canadians like to portray themselves as liberals, any talk that does not appear very liberal is frowned upon.

# *Why ITALY?*



- ✓ QUALITY
- ✓ FLEXIBILITY
- ✓ ITALIAN BRAND
- ✓ *PRICE*



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WORK LOCAL, TRADE GLOBAL!

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Turnover:		Webpage:	
1. Product / Solutions			
2. Markets to develop			
3. Type of Research		<input type="checkbox"/> Clients <input type="checkbox"/> Distributors / Partners <input type="checkbox"/> Account Export Service <input type="checkbox"/> Market Analysis	
4. Target			
<b>OWN PRODUCT DESCRIPTION</b>			
Competitive strength			
Key Distributors/Clients References			
Key products / solutions characteristics			
Price range			
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# THANKS FOR YOUR TIME!



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# We Make Your Business Expand

+83,6% success stories (2025)

36% new clients (2025)

[export@columdae.com](mailto:export@columdae.com)



## Columdae