



**STEP**  
SASKATCHEWAN TRADE  
& EXPORT PARTNERSHIP

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CONNECTING  
SASKATCHEWAN BUSINESS  
WITH THE WORLD

*Saskatchewan*  *Canada*



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# Who is STEP?

- A unique public-private partnership founded in 1996
- A member-based organization with 400 plus Members
- Offices in both Regina and Saskatoon
- Governed by Board of Directors made up of 12 elected Saskatchewan export industry leaders and 3 government appointed representatives.
- Has a contractual agreement with the province to deliver services on behalf and represents the province on all issues related to trade/exports



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# STEP's Role as an Export Catalyst

- Innovative government/ industry partnership . . . STEP is supported by the provincial government, yet led by Saskatchewan's export industry.
- Works with existing exporters and export ready companies.
- Supports small, medium and big sized, Saskatchewan based companies who operate and market value-added products and services internationally (outside of Saskatchewan)
- Provides services to Saskatchewan exporters that enables them to more effectively enter the international marketplace with their products and services



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# Membership in STEP

**Regular Members** Companies that are currently exporting or getting ready to export

**Associate Members** Companies that provide services to exporters or have an interest in international trade

\*While exports make more than 70% of our provinces GDP, essentially every business in Saskatchewan is export dependant, either as an exporter or as a business that supports exporters.



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## STEP Members are:

- Saskatchewan based-companies;
- SME's and large corporations;
- Existing exporters & export-ready companies;
- Offering an exportable product/service and;
- Strategy is to pursue export markets (anything outside of Saskatchewan).

*STEP offers trade facilitation services to Saskatchewan companies enabling them to effectively enter/expand into the international marketplace.*



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# Simply Put...

## STEP's Role – Export Catalyst

*We develop opportunities for interaction between Saskatchewan companies and potential partners in the international marketplace.*



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# Saskatchewan's International Exports

In the past 10 years Saskatchewan has experienced tremendous export growth. *We are one on the most trade dependent provinces in the most trade dependent country in the world.*

YEAR	Dollar Value of Sask Exports to Other Countries
1998	\$9.95B
2003	\$10.39B
2007	\$19.89B
2008	\$31.2B (+56.8%)
2009	\$21.87B
<b>2010</b>	<b>\$24.2B</b>

Source: Stats Canada  
(Cdn \$)





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# Where Did Saskatchewan Export in in 2010?

	2010	2009
1. United States	(62.7%)	(60.6%)
2. China	(5.9%)	(5.2%)
3. India	(3.2%)	(4.4%)
4. Japan	(3.0%)	(2%)
5. United Kingdom	(2.3%)	(2.9%)
6. Mexico	(2.1%)	(1.7%)
7. Indonesia	(2.0%)	(1.9%)
8. Brazil	(1.6%)	#14
9. Bangladesh	(1.2%)	(1.6%)
10. UAE	(1%)	#20

Source: Stats Canada  
(Cdn \$)



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## How do we rank?

	2010	2009
1. Ontario	\$ 168,459	\$ 147,588
2. Alberta	\$ 78,662	\$ 69,746
3. Quebec	\$ 59,205	\$ 58,158
4. British Columbia	\$ 29,320	\$ 25,698
5. Sask.	\$ 24,195	\$ 21,827
6. New Brunswick	\$ 12,696	\$ 9,944
7. Manitoba	\$ 10,365	\$ 10,726
8. Newfoundland	\$ 9,212	\$ 8,514
9. Nova Scotia	\$ 4,413	\$ 4,252
10. PEI	\$ 98	\$ 86

<u>2010&amp; 2009</u>
<u>Per capita</u>
Saskatchewan
Alberta
Newfoundland
New Brunswick
Ontario
Manitoba
Quebec
British Columbia
PEI
Nova Scotia

<u>Exports Outside NA 2010</u>	<u>Exports Outside NA 2009</u>
Ontario---\$33.8.B	\$28.4B
Quebec---\$19B	\$17.9B
BC---\$16B	\$12.8B
AB---\$10.8B	\$11.7B
Sask.----\$9 B	\$8.6B
NFLD---\$2.8B	\$2.6B
Man.---\$3.8	\$3.5B
NB---\$1.6B	\$1.4B
NS---\$1.1B	\$.996B
PEI---\$.204B	\$.276B



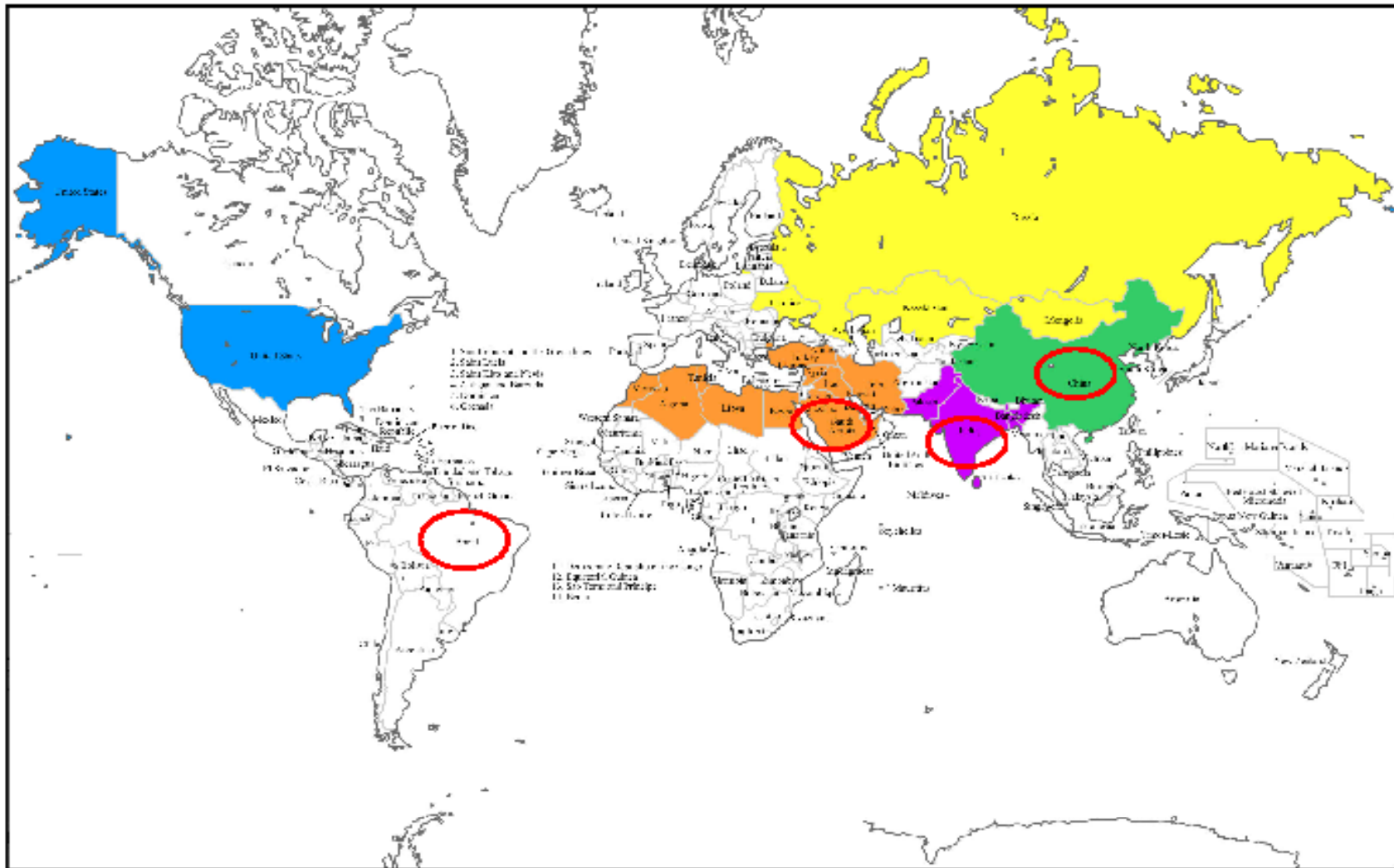
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## What we Export – Top 5

Rank	PRODUCT	2010	2009
1	ENERGY	\$8,844,103,000	\$7,283,073,000 (#2)
2	FOOD	\$7,732,489,000	\$7,669,732,000 (#1)
3	POTASH (Fertilizer)	\$4,969,771,000	\$3,606,363,000
4	URANIUM	\$752,979,000	\$941,372,000
5	MANUFACTURING	<u>\$573,018,000</u>	<u>\$594,783,000</u>
		94.5%	92%



**STEP Anticipated Exponential Growth**

1. USA
2. India/Pakistan/Bangladesh
3. MENA (Middle East & N. Africa)
4. China
5. CIS

**DFAIT Priority Markets**

1. China
2. India
3. Brazil
4. MENA (Middle East & N. Africa)



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Saskatchewan Provincial  
Trade Mission India,  
Bangladesh, Sri Lanka 2011



**PULSE MISSION**

**HOTELS**

Chennai: Sheraton Chola  
 Kolkata: ITC The Sonar  
 Mumbai: Vivanta by Taj, President  
 Dhaka: Pan Pacific Sonargoan  
 New Dehli: Taj Palace  
 Colombo: Cinnamon Grand





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## STEP Online

- **STEP Blog:** Catch up on the latest events and activities of the STEP trade development teams.
- **Member Showcase:** Saskatchewan exporters listed by sector.
- **Market Reports:** Preview and purchase in-depth market reports and guides.
- **STEP Activities:** Trip reports by our trade staff and Calendar of Events detailing upcoming trade missions and events.
- **International Business Tools and Training:** Links to websites containing valuable international business information and tools.

Visit **STEP** at [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca)





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**We are Proud  
to Take Saskatchewan's  
Best to the World!**

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