



# A Profile of Canadian Exporters

1993 to 2004



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Statistics Canada  
International Trade Division

# A Profile of Canadian Exporters

1993 to 2004

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## Table of contents

<b>Highlights</b> .....	6
<b>Introduction</b> .....	7
<b>Section 1 Data concepts and definitions</b> .....	8
Statistical units of measure .....	8
Coverage of the Exporter Register .....	9
Existing dimensions of the Exporter Register .....	10
<b>Section 2 Analysis</b> .....	12
Analytical overview .....	12
Industry analysis .....	12
Destination of exports .....	13
Exporter size .....	13
Provincial analysis .....	14
Exporters and employment .....	14
New exporters .....	14
Exporting patterns .....	15
Enterprises .....	16
<b>Section 3 Methodology and Data Quality</b> .....	17
Data linkage process .....	17
Estimation of the unlinked portion .....	18
Results .....	20
Potential sources of error .....	20
Linkage rates .....	20
<b>Section 4 Statistical tables</b> .....	22
<b>Appendix: Notes to users</b> .....	28
<b>Glossary</b> .....	30

## Highlights

### In 2004:

- the number of exporting establishments fell for the second consecutive year;
- 44,469 establishments reported domestic exports compared with 45,487 establishments in 2003 and 45,530 establishments in 2002;
- the value of exports of these establishments was \$378 billion, up almost 9% from 2003 and more than double the value reported in 1993;
- 38,250 establishments exported merchandise to the United States, the fewest since 1999;
- the value of exports to the United States exceeded \$320 billion, the highest value since 2000;
- 4% of exporting establishments accounted for 82% of the total value of exports;
- 72% of exporting establishments had exports of less than \$1 million, and these establishments accounted for only 1.8% of the total value of exports;
- just 2% of exporting establishments had more than 200 employees and exports of over \$25 million, but these establishments accounted for 45% of the value of exports;
- new exporters accounted for only 5% of all exporters, the lowest share reported in any year covered by the Exporter Register;

### From 1993 to 2004:

- over 25% of all establishments that exported in 2004 also exported every year between 1993 and 2004;
- the value of exports from these establishments reached \$246 billion in 2004, up from \$130 billion in 1993;
- the manufacturing sector accounted for one-half of all exporters and at least two-thirds of the value of exports;
- in all years, at least 80% of Canadian merchandise exports were destined for the United States;
- in all years, almost 90% of 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 2004. This is a follow-up to the original Exporter Registry that contains data on the years 1993 to 1997<sup>1</sup> and its successors that contain data on the years 1993 to 2003<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 2004.

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 2004. 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 2004, it is not included in the Register, even though it may be exporting.

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 2004.

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1. Statistics Canada catalogue no. 65-506-XIE, September 2000.
  2. Ibid., December 2005.

## 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 Register. 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 Register 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.

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 Register 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 re-organizations, 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 2004 in the Exporter Register.

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 Register looks at the most recent data year available on the Business Register and transfers this information to the Exporter Register for all years under consideration. In 2004, 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 Register in 2004, only one enterprise (ABC) is recorded as existing from 1993 to 2004.

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 Register

Merchandise trade transactions for a given year include domestically produced exports as well as re-exports<sup>3</sup>. The Exporter Register 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 2004 are outside the scope of the Exporter Register. 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 2004 are not included in the Exporter Register.
- *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 Register 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 Description and Coding System used by the International Trade Division (ITD) of Statistics Canada.

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

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

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

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.

3. 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.

## 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 Border Services Agency (CBSA). Therefore, this information does not appear in Statistics Canada's export statistics, and as a result they do not appear on the Exporter Register.

## Existing dimensions of the Exporter Register

The Exporter Register 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 Register, exporters are also grouped by their employment size (for 2004 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

The Exporter Registry classifies exporters by the North American Industry Classification System (NAICS). Previous versions of the Exporter Register 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 Register 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 12% of total value and 22% of exporting establishments in 2004.

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 7.5% of exporting establishments in 2004 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 Register 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 on the Exporter Register, 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 2004 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 2004 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 Register 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 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 CBSA. 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, Alberta and British Columbia (including the territories) 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 head offices. The opposite holds true for Newfoundland and Labrador, Prince Edward Island, Nova Scotia and Saskatchewan; they showed slightly higher production values than export values. New Brunswick, Ontario and Manitoba demonstrated no significant difference between the two measures.

**Table 1.2**  
**Comparing total value of exports by province of residence and province of origin 2004**

Province	Residence	Origin
	% of total value	
Newfoundland and Labrador	0.9	1.2
Prince Edward Island	0.1	0.2
Nova Scotia	1.3	1.4
New Brunswick	2.4	2.5
Quebec	17.6	16.8
Ontario	46.4	46.5
Manitoba	2.5	2.5
Saskatchewan	1.6	3.2
Alberta	18.3	17.4
British Columbia	9.0	8.6
<b>Total</b>	<b>100.0</b>	<b>100.0</b>

**Note:** Yukon, Northwest Territories and Nunavut have been combined with British Columbia for 2004.

**Sources:** Statistics Canada, International Trade Division, Exporter Register and Canadian International Merchandise Trade, December 2004. (Catalogue no. 65-001-XPB, table 7).

## 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>4</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.

4. See table 4.8 for a complete list of inclusions.

## Section 2 Analysis

### Analytical overview

The number of Canadian establishments that exported commodities fell for the second consecutive year. This represents the first such decline in the period covered by the Exporter Register. A total of 44,969 establishments exported merchandise in 2004, compared to 45,487 in 2003 and 45,530 in 2002. The two consecutive declines reversed a long-term series of increases that date back to 1993. In spite of the decrease in the number of establishments, the value of exports increased by almost 9% between 2003 and 2004 to reach \$378.5 billion in 2004. This is the highest value of exports recorded on the Register and reverses a decline in the annual value of exports that began in 2001.

The structure of the exporting community remained unchanged with establishments exporting more than \$25 million annually continuing to account for the majority of merchandise exports. In 2004, 3.9% of exporting establishments accounted for 82% of the total value of merchandise exports.

At the other end of the spectrum, establishments exporting less than \$1 million annually represented 72% of all exporting establishments, yet they accounted for less than 2% of the total value of merchandise exports in 2004.

### Industry analysis (tables 4.1, 4.2)

Between 2003 and 2004, the number of exporters fell in both the manufacturing and non-manufacturing sectors. However, almost 60% of the drop in the number of exporters occurred outside the manufacturing sector where 5 out of 10 industry groups reported fewer exporters in 2004. In particular, the Wholesale trade industry accounted for almost 50% of the drop in the number of non-manufacturing exporters. Within manufacturing, 9 of 21 industry groups reported a marginally greater number of exporters while fewer exporters were reported in the remaining 12 groups. The Clothing industry reported the largest absolute drop in the number of exporters and the second highest percentage decline in the number of exporters.

Five industry groups reported consecutive annual declines in the number of exporters between 2002 and 2004. Within manufacturing, the Clothing, Leather and allied product and Wood product industries all reported progressive declines in the number of exporters within each industry between 2002 and 2004. Both the Clothing and Leather and allied product manufacturing industries also reported a progressive decline in the value of their exports over the same period. Conversely, the Wood product manufacturing industry reported a 14% increase in the value of exports over the same period. Outside of manufacturing, the Agriculture, forestry, fishing and hunting and Retail trade industries reported year-over-year declines in the number of exporters since 2002. The value of exports from these industries fell 18% and 29% respectively.

The manufacturing sector accounted for almost one-half of all exporters in 2004. Within this sector, the Machinery and Fabricated metal industries had the largest share of exporters, each accounting for 13% of manufacturing exporters and 6% of all exporters. Outside of the manufacturing sector, the Wholesale trade industry represented the largest portion of exporters, accounting for 22% of all exporters in 2004.

Exporters in the manufacturing sector accounted for two-thirds of Canada's total merchandise exports in 2004. Within manufacturing, the Transportation equipment manufacturing industry accounted for the largest share of the total value of exports at 23% of merchandise exports in 2004, down from 29% in 1999. Exports from the Wood product and Paper manufacturing industries each accounted for 4% of total exports in 2004.

Outside of the manufacturing sector, the Wholesale trade industry accounted for 12% of merchandise exports in 2004. This is followed by the Finance and insurance industry and the Mining, oil and gas extraction industry, each accounting for 6.4% and 5.9% of total exports respectively.

While the number of exporters has declined each year from 2002 to 2004, the value of exports rebounded significantly in 2004. The manufacturing sector accounted for 65% of the increase in the value of exports between 2003 and 2004. Exports from the Primary metal industry increased by 30% from 2003 and accounted for one-quarter of the increase in exports from the manufacturing sector. Exports from the Petroleum and coal products and Chemical industries also increased significantly and each industry accounted for 12% of the increase in manufacturing exports

Exports from the Wholesale trade industry increased by 12% from 2003 and accounted for 45% of the increase in exports from the non-manufacturing sector. Exports from the Mining, oil and gas extraction industry increased by 24% from 2003 and accounted for 42% in the increase in exports outside of manufacturing.

### **Destination of exports (tables 4.3, 4.4)<sup>5</sup>**

In 2004, more than 85% of all exporters sent merchandise to the United States while only 40% of establishments exported merchandise to non-U.S. destinations. However, the number of exporters to the United States has declined steadily since 2002 while the number of exporters to non-U.S. destinations has increased steadily since 2000. Also, the number of exporters to each non-U.S. destination has steadily increased since 2002.<sup>6</sup> A total of 38,250 establishments exported to the United States in 2004 compared with 39,727 in 2002. Despite the decline in the number of exporters to the United States, the United States accounted for over 70% of the increase in the value of exports in 2004. Exports to the United States reached \$320 billion in 2004.

In every year between 1993 and 2004, over 80% of the value of Canada's merchandise exports was destined to the United States. This percentage increased every year between 1996 and 2002 when it reached a peak of 87% before falling to 85.9% in 2003 and 84.6% in 2004.

In 2004, only 61% of all exporters relied on the United States as their only export market. This measure has been steadily declining since 2000 when almost 72% of all exporters shipped goods exclusively to the United States. The value of exports from these exporters increased 12% from 2003 to reach \$190 billion in 2004 and accounted for one-half of Canada's total merchandise exports.

Since 2000, the number of exporters that export to both the United States and non-U.S. destinations has steadily increased. This represents a trend in export destination diversification as exporters who previously relied only on the United States have looked to other foreign markets. In 2004, almost one-quarter of exporters shipped goods to both U.S. and non-U.S. destinations. These exporters accounted for 45% of merchandise exports in 2004.

### **Exporter size (tables 4.3, 4.4)**

Between 2002 and 2004, the number of exporters within each size class fell. However, between 2003 and 2004, only two size classes reported fewer exporters. The smallest size class (under \$30,000 in exports in 2004) reported almost 700 fewer exporters than in 2003 (-8%). The number of establishments exporting \$25 million or more in 2004 increased by over 3% while the number of establishments exporting between \$1 million and \$5 million fell by 1%. Almost 90% of the drop in the value of exports in 2003 is a result of reduced exports by those establishments whose value of exports exceeded \$25 million in 2003. However, exporters in this size class also accounted for over 90% of the increase in the value of exports in 2004.

5. This statistic does not account for misallocated trade or undercoverage. See Section 3 for a description of these concepts.

6. See table 4.8 for a complete list of inclusions.

## Provincial analysis (tables 4.5, 4.6)

In every year between 1993 and 2004, about 90% of all exporting establishments were located in Ontario, Quebec, British Columbia and Alberta. In addition, 90% of the value of Canada's merchandise exports was from exporters in these provinces. In 2004, Ontario accounted for 46% of all Canadian exporters and 47% of Canadian merchandise exports (down from a high of 52.7% in 1999). Quebec accounted for 22% of Canadian exporters and 18% of merchandise exports. British Columbia ranked third in terms of exporter population (15%) and fourth in terms of the value of exports (9%). Alberta was home to 8% of Canadian exporters that accounted for 18% of merchandise exports in 2004.

Between 2003 and 2004, all provinces except Newfoundland and Labrador and Ontario reported declines in the number of exporters. The largest declines were in Quebec with 312 fewer exporters followed by British Columbia<sup>7</sup> with 123 fewer exporters. Despite this, all provinces except New Brunswick and Manitoba reported increased exports in 2004.

## Exporters and employment (table 4.7)

Table 4.7 shows the number of exporters and the value of exports when the exporting community is separated into exporter size and employment size groupings. In 2004, more than 72% of exporters employed fewer than 50 employees. These exporters accounted for 27% of total exports. On the other hand, exporters with more than 200 employees represented only 6% of all exporters yet accounted for almost half of the value of exports. In 2004, one-third of all establishments exported less than \$100,000 and had fewer than 50 employees. The total value of exports from these establishments accounted for less than 1% of total merchandise exports. Fewer than 2% of all exporters had a total export value of more than \$25 million and had 200 or more employees in 2004. These exporters accounted for 45% of the total value of exports.

## New exporters

From 1994 to 2003, new exporters accounted for an average of 10% of all exporters in a given year. In 2004, new exporters accounted for fewer than 5% of all exporters that year. This is the lowest share (and number) of new exporters in any year covered by the Exporter Register. Similar to the exporter community in general, the number of new exporters has been declining since 2002. The value of exports from new exporters in 2004 (\$1.8 billion) is the lowest value of exports from new exporters since 1997.

A distinguishing feature of new exporters over the 1998 to 2004 period is their decreasing reliance on the United States as an export destination. In 1999, over 87% of the value of exports from new exporters was destined for the United States. This measure declined steadily between 1999 and 2003 when only 58% of the value of exports from new exporters was destined to the United States. In 2004, 65% of exports from new exporters were destined for the United States.

The vast majority of new exporters (89% in 2004) export less than \$1 million in their first year of exporting. These exporters accounted for just over 16% of the total value exported by new exporters in 2004.

The manufacturing sector accounted for 26% of all new exporters in 2004 but these exporters accounted for almost 49% of the export value from new exporters. Similar to previous years, the Wholesale trade industry continued to account for the largest share of new exporters outside of manufacturing in 2004. This industry accounted for 21% of all new exporters and 16% of the total export value of new exporters.

The provincial pattern for new exporters follows that of the Canadian exporting community in general almost 90% of new exporters in 2004 resided in Ontario, Quebec, British Columbia and Alberta. In 2004, Ontario accounted for 41% of new exporters and 32% of the value of exports from new exporters.

7. Data for Yukon Territory, Northwest Territories and Nunavut is combined with British Columbia for 2004.

Quebec ranked second in terms of new exporters (23%) and third in the value of exports from new exporters (20%). British Columbia ranked third in terms of new exporters (17%). These exporters accounted for one-quarter of the value of exports from all new exporters. Alberta accounted for 12% of new exporters and 11% of the value of exports from new exporters.

Almost 85% of new exporting establishments had fewer than 50 employees in 2004; only 3.5% of new exporting establishments had 200 or more employees in 2004. In 2004, almost three-quarters of new exporters had fewer than 50 employees and exported less than \$100,000.

### Born global

In 2004, almost 13% of new exporters were, in fact, new businesses that began exporting during their first year of operation<sup>8</sup>. These exporters accounted for 10% of the value exported by new exporters in 2004. Almost 90% of these exporters had an export value of under \$1 million.

### Exporting patterns

Almost 25% of all establishments that exported in 2004 also exported merchandise every year between 1993 and 2004. These exporters accounted for 65% of exports in 2003 compared with 75% of exports in 1993. Similarly, almost one-half of the establishments that exported in 2004 also exported every year between 1999 and 2004. Of these establishments, only 53% had a greater export value in 2004 than in 1999.

*Exporter size and exporter experience are positively correlated.*

Establishments with a high export value in 2004 were also likely to have the most experience in the export market. In 2004, 90% of all exporters who exported \$25 million or more, exported every year between 1999 and 2004. In contrast, only 34% of those who exported under \$100,000 in 2003 also exported every year from 1998 to 2004.

### *Almost half of exporters do not resume exporting after five years of inactivity*

Data from the Exporter Register suggest that the longer an establishment refrains from exporting, the less likely it is to resume exporting. Of the establishments that stopped exporting in 1999, almost 55% resumed exporting during the 2000 to 2004 period. Similarly, one-third of establishments that stopped exporting in 2002, resumed export exporting in 2004. This suggests that many establishments stop exporting temporarily but still remain in business.

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

Years of inactivity	Percentage of establishments that resumed exporting the following year
1999	29.9
1999 to 2000	13.2
1999 to 2001	5.6
1999 to 2002	3.4
1999 to 2003	2.5
Did not resume exporting	45.4

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

A total of 7,518 establishments that exported in 2003 stopped exporting in 2004. In 2003, these exporters accounted for \$4.2 billion in merchandise exports with almost three-quarters destined to the United States. Over 95% of establishments that stopped exporting in 2004 had an export value of less than \$1 million in 2003 with 80% having had fewer than 50 employees in 2003.

8. This refers to the year that the establishment was added to the Statistics Canada Business Register.

## Enterprises

The Exporter Register focuses on the establishment as the statistical unit of measure and all data tables in Section 4 are establishment-based. As outlined in Section 1, the enterprise is another useful statistical unit of measure. A statistical enterprise is identified by a complete (consolidated) set of financial statements and its value of exports is defined as the sum of the exports of all its associated establishments. This section provides a brief overview of the exporter community at the enterprise level and provides a summary of the exporting trends for the 50 largest exporting enterprises.

In 2004, the Canadian exporter community consisted of 44,469 exporting establishments. These establishments were represented by 35,060 statistical enterprises.

For the purposes of the Exporter Register, these enterprises are classified as one of three types of enterprises.

- Single-establishment, single exporter enterprises: in this case, the enterprise consists of only one establishment and that establishment exported merchandise.
- Multi-establishment, single exporter enterprises (Type I): in this case, the enterprise consists of numerous establishments yet only one of these establishments exported merchandise.
- Multi-establishment, multi-exporter (Type II): in this case, the enterprise consists of numerous establishments and more than one of these

establishments exported merchandise.

In 2004, more than 62% of exporting enterprises were single-establishment enterprises. These enterprises accounted for 7% of exports. Hence, almost 38% of exporting enterprises were classified as multi-establishment enterprises. Type I enterprises represented 32% of exporting enterprises and 29% of exports. Type II enterprises represented 6% of exporting enterprises and 64% of exports.

In every year between 1993 and 2003, the 50 largest exporting enterprises accounted for an average of 47% of total exports. The share has ranged from 50% in 2000 but has declined steadily since then to reach 44% in 2004.

The Transportation equipment industry held the largest share of export value in every year under consideration in the Exporter Register. This industry accounted for 24% in 2003, compared with 26% in 2002. Exports from this industry accounted for 45% of the export value of the top 50 enterprises in 2004 compared with 47% in 2003.



## Section 3 Methodology and data quality

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 2004 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 Border Services Agency (CBSA) 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 CBSA documents. The data from the two different sources are processed differently during the linkage process.

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

**Exports to the United States:** According to the Exporter Register, exports to the United States accounted for over 85% of the value of Canada's annual domestic exports in 2004. 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, 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 Register exports to non-U.S. destinations accounted for about 15% of the value of Canada's total domestic exports in 2004.

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 code (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 Register.

**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.

## Part 2

### Estimation of the unlinked portion

A relatively small but significant portion of the documents was not successfully linked to the Business Register. 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 2004. By contrast, coverage for U.S. destinations was high and relatively constant from 1993 to 2004.

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 2004 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 2004 regardless of destination or export value.

Second, the export value of the unlinked portion is distributed by NAICS industry, exporter size and employment (for 2004 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 2004 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 2004 only) in the linked portion.*

It is assumed that this average should be the same for a given industry, size and employee class (for 2004 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 2004 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 2004 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 2004 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 (Harmonized Description 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 2004. 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 2004. 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 Register 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 2004, these rates indicate that, on average, 95% of the documents and 97% of the export value destined for the United States were linked to a valid establishment. Similarly, for the same period, on average 87% of the Customs documents and 94% 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.

**Table 3.1**  
**Data linkage rates, 1996 to 2004**

	1996	1997	1998	1999	2000	2001	2002	2003	2004
<b>Data type</b>					%				
Document (U.S.)	97.4	97.1	96.9	96.7	96.5	96.2	94.5	91.8	89.2
Value (U.S.)	98.6	98.6	98.8	98.7	98.5	98.2	96.4	93.6	91.9
Document (non-U.S.)	93.2	93.7	92.6	93.6	81.7	92.0	91.0	82.3	81.0
Value (non-U.S.)	96.8	96.6	96.5	97.3	97.1	96.3	96.2	85.7	85.4
Document (total)	96.7	96.7	96.4	96.3	94.6	95.7	94.1	90.2	87.7
Value (total)	98.3	98.2	98.4	98.5	98.3	97.9	96.4	92.5	90.9

**Note:** 1993 to 1995 data available upon request.

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

### *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 2004, 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.

## Section 4 Statistical tables

**Table 4.1**  
**Exporter population, by industry grouping, 1996 to 2004**

Industry groupings (NAICS) <sup>1</sup>	Number of exporters (establishments)								
	1996	1997	1998	1999	2000	2001	2002	2003	2004
Agriculture, forestry, fishing and hunting	2,067	2,159	2,224	2,208	2,408	2,443	2,491	2,309	2,149
Mining and oil and gas extraction	404	426	405	417	445	488	464	547	587
Utilities	54	58	52	58	68	60	68	58	65
Construction	846	905	918	1,062	1,112	1,161	1,172	1,153	1,157
<b>Manufacturing total</b>	<b>18,141</b>	<b>18,928</b>	<b>19,381</b>	<b>19,923</b>	<b>20,464</b>	<b>20,662</b>	<b>21,165</b>	<b>21,480</b>	<b>21,264</b>
Food	1,399	1,487	1,487	1,499	1,542	1,553	1,560	1,565	1,523
Beverage and tobacco products	138	145	142	135	132	142	174	191	162
Textile mills	239	248	257	268	274	268	293	264	285
Textile product mills	255	266	272	292	292	297	296	296	271
Clothing	798	832	869	914	928	929	917	887	811
Leather and allied products	164	168	180	171	162	159	152	146	143
Wood products	1,262	1,298	1,310	1,386	1,430	1,409	1,435	1,405	1,367
Paper	537	545	578	566	586	600	618	615	621
Printing and related support activities	670	712	701	750	759	786	821	821	801
Petroleum and coal products	107	105	107	106	108	112	112	118	122
Chemicals	1,017	1,068	1,075	1,105	1,105	1,108	1,124	1,172	1,192
Plastic and rubber products	1,349	1,433	1,481	1,504	1,542	1,578	1,597	1,656	1,607
Non-metallic mineral products	503	527	552	564	577	590	611	603	625
Primary metal	401	413	418	416	428	425	452	453	459
Fabricated metal products	2,231	2,341	2,430	2,496	2,592	2,633	2,662	2,735	2,685
Machinery	2,379	2,455	2,522	2,574	2,631	2,634	2,722	2,829	2,877
Computer and electronic products	1,121	1,178	1,191	1,214	1,224	1,225	1,292	1,328	1,330
Electrical equipment, appliances and components	577	593	604	621	637	674	663	668	649
Transportation equipment	1,065	1,083	1,109	1,136	1,202	1,216	1,247	1,284	1,298
Furniture and related products	899	953	1,023	1,086	1,122	1,146	1,155	1,180	1,138
Miscellaneous manufacturing	1,030	1,078	1,073	1,120	1,191	1,178	1,262	1,264	1,298
Wholesale trade	9,720	10,025	9,945	10,122	10,145	10,246	10,272	10,342	10,092
Retail trade	1,670	1,647	1,780	2,094	2,146	2,249	2,420	2,101	2,059
Transportation and warehousing	1,196	1,243	1,445	1,404	1,510	1,448	1,424	1,327	1,443
Information and cultural industries	559	551	560	559	579	569	543	552	544
Finance and insurance	848	886	912	948	988	994	929	917	893
Business services	2,616	2,842	2,930	3,019	3,206	3,297	3,328	3,434	3,392
Other <sup>2</sup>	1,006	1,072	1,062	1,179	1,223	1,294	1,254	1,267	1,324
<b>Exporter Register total</b>	<b>39,127</b>	<b>40,742</b>	<b>41,614</b>	<b>42,993</b>	<b>44,294</b>	<b>44,911</b>	<b>45,530</b>	<b>45,487</b>	<b>44,969</b>

1. Refer to *Note to users* (Table 4.9) for a complete list of inclusions.

2. Includes service industries such as government and education.

**Note:** 1993 to 1995 data available upon request.

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

**Table 4.2**  
**Value of exports, by industry grouping, 1996 to 2004**

Industry groupings (NAICS) <sup>1</sup>	Value of domestic exports								
	1996	1997	1998	1999	2000	2001	2002	2003	2004
	(CAN\$ millions)								
Agriculture, forestry, fishing and hunting	3,575	3,828	3,760	3,867	4,458	4,609	5,319	4,420	4,319
Mining and oil and gas extraction	11,946	12,356	10,445	10,746	16,074	14,859	18,023	18,041	22,424
Utilities	5,857	6,018	5,048	6,005	9,422	7,303	5,067	3,702	2,512
Construction	461	443	506	568	743	923	1,123	1,170	1,165
<b>Manufacturing total</b>	<b>172,261</b>	<b>188,489</b>	<b>209,013</b>	<b>236,806</b>	<b>261,595</b>	<b>245,309</b>	<b>253,967</b>	<b>231,017</b>	<b>250,958</b>
Food	6,776	8,036	8,853	9,744	10,521	11,697	12,320	12,059	13,674
Beverage and tobacco products	1,173	1,298	1,412	1,461	1,343	1,468	1,311	1,246	1,131
Textile mills	1,204	1,477	1,626	1,719	1,843	1,982	1,933	1,777	1,710
Textile product mills	500	508	599	698	755	754	895	820	880
Clothing	1,341	1,662	2,037	2,202	2,330	2,148	2,160	1,954	1,788
Leather and allied products	272	289	281	251	233	250	227	189	185
Wood products	11,425	12,189	12,867	14,794	15,073	14,606	14,658	13,984	16,654
Paper	15,791	15,183	16,551	17,660	20,061	19,464	18,141	16,440	16,894
Printing and related support activities	945	1,085	1,311	1,474	1,697	1,834	1,954	1,838	1,656
Petroleum and coal products	3,623	3,059	2,397	3,001	4,124	5,192	5,135	6,504	9,103
Chemicals	9,204	10,864	11,559	12,435	14,886	15,091	15,141	15,272	17,804
Plastic and rubber products	6,285	7,042	7,983	8,932	9,959	10,268	11,303	11,103	11,445
Non-metallic mineral products	1,878	2,089	2,264	2,497	2,459	2,451	2,499	2,390	2,395
Primary metal	14,629	15,906	16,884	16,361	17,671	17,236	18,628	17,058	22,182
Fabricated metal products	6,205	6,579	7,638	8,414	9,101	9,173	9,601	8,941	9,292
Machinery	8,590	9,844	11,224	11,507	13,015	13,315	13,580	12,420	13,226
Computer and electronic products	9,956	10,731	12,456	15,904	25,390	15,069	12,635	11,769	12,962
Electrical equipment, appliances and components	2,721	3,296	3,835	4,850	6,337	5,222	3,915	3,374	3,609
Transportation equipment	64,960	71,448	80,072	95,205	95,182	89,732	98,846	83,477	85,896
Furniture and related products	2,407	3,101	3,977	4,727	5,440	5,260	5,333	4,780	4,588
Miscellaneous manufacturing	2,376	2,801	3,187	2,970	4,176	3,095	3,753	3,625	3,883
Wholesale trade	34,477	37,618	35,671	34,133	39,116	42,575	34,274	39,573	44,289
Retail trade	1,064	1,060	1,127	1,463	1,669	1,930	2,037	1,625	1,436
Transportation and warehousing	4,953	5,595	4,751	7,516	11,667	14,536	10,418	15,687	16,045
Information and cultural industries	499	406	539	563	614	712	638	471	522
Finance and insurance	10,999	11,970	12,415	12,825	20,006	22,531	17,034	21,917	24,240
Business services	8,791	9,181	8,789	9,031	10,630	9,458	9,201	8,778	9,132
Other <sup>2</sup>	2,287	2,001	1,822	2,252	2,372	2,508	2,058	1,737	1,459
<b>Exporter Register total</b>	<b>257,169</b>	<b>278,966</b>	<b>293,890</b>	<b>325,775</b>	<b>378,367</b>	<b>367,254</b>	<b>359,157</b>	<b>348,140</b>	<b>378,503</b>

1. Refer to *Note to users* (Table 4.9) for a complete list of inclusions.

2. Includes service industries such as government and education.

**Note:** 1993 to 1995 data available upon request.

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

**Table 4.3**  
**Exporter population, by destination and size, 1996 to 2004**

Destination region	Number of exporters (establishments)								
	1996	1997	1998	1999	2000	2001	2002	2003	2004
<b>U.S. total</b>	33,167	35,091	36,119	37,805	39,337	39,727	39,975	39,232	38,250
Eastern seaboard <sup>1</sup>	21,538	23,071	23,718	24,704	25,507	25,503	25,998	26,117	25,708
Industrial heartland <sup>1</sup>	16,845	18,209	18,797	19,553	20,345	20,590	21,027	21,270	21,281
Midwest <sup>1</sup>	15,333	16,596	17,443	18,096	18,993	19,338	19,879	20,089	20,146
Southeast <sup>1</sup>	12,701	13,791	14,358	14,979	15,622	15,771	16,107	16,692	16,819
West <sup>1</sup>	15,085	16,181	16,990	17,741	18,699	18,738	19,160	19,332	19,253
<b>Non-U.S. total</b>	14,694	13,526	13,134	12,750	12,410	13,018	14,030	16,437	17,551
European Union <sup>1</sup>	7,695	6,619	6,792	6,662	6,408	6,848	7,354	9,092	9,725
Japan	2,750	2,562	2,389	2,255	2,239	2,334	2,483	3,050	3,123
Mexico	738	575	619	687	725	829	1,090	1,479	1,665
South America <sup>1</sup>	2,195	2,085	2,184	1,917	1,830	1,957	1,949	2,547	3,037
Other <sup>1</sup>	10,206	9,126	8,596	8,327	8,043	8,710	9,699	11,890	13,168
U.S. only	24,433	27,216	28,480	30,243	31,884	31,893	31,500	29,050	27,418
Non-U.S. only	5,960	5,651	5,495	5,188	4,957	5,184	5,555	6,255	6,719
Both U.S. and non-U.S.	8,734	7,875	7,639	7,562	7,453	7,834	8,475	10,182	10,832
<b>Exporter Register total</b>	<b>39,127</b>	<b>40,742</b>	<b>41,614</b>	<b>42,993</b>	<b>44,294</b>	<b>44,911</b>	<b>45,530</b>	<b>45,487</b>	<b>44,969</b>
<b>Exporter size</b>									
Less than \$30,000	8,749	8,572	7,922	7,922	7,701	7,808	7,733	8,076	7,395
\$30,000 to \$99,999	8,130	8,529	8,444	9,021	9,706	9,732	9,815	9,616	9,662
\$100,000 to \$999,999	12,818	13,451	14,345	14,607	14,843	15,064	15,395	15,360	15,386
\$1,000,000 to \$4,999,999	5,363	5,825	6,223	6,508	6,745	6,869	7,025	7,072	6,994
\$5,000,000 to \$24,999,999	2,786	2,989	3,164	3,358	3,626	3,734	3,790	3,665	3,777
\$25,000,000 and over	1,281	1,376	1,516	1,577	1,673	1,704	1,772	1,698	1,755
<b>Exporter Register total</b>	<b>39,127</b>	<b>40,742</b>	<b>41,614</b>	<b>42,993</b>	<b>44,294</b>	<b>44,911</b>	<b>45,530</b>	<b>45,487</b>	<b>44,969</b>
% share									
Less than \$30,000	22.4	21.0	19.0	18.4	17.4	17.4	17.0	17.8	16.4
\$30,000 to \$99,999	20.8	20.9	20.3	21.0	21.9	21.7	21.6	21.1	21.5
\$100,000 to \$999,999	32.8	33.0	34.5	34.0	33.5	33.5	33.8	33.8	34.2
\$1,000,000 to \$4,999,999	13.7	14.3	15.0	15.1	15.2	15.3	15.4	15.5	15.6
\$5,000,000 to \$24,999,999	7.1	7.3	7.6	7.8	8.2	8.3	8.3	8.1	8.4
\$25,000,000 and over	3.3	3.4	3.6	3.7	3.8	3.8	3.9	3.7	3.9
<b>Exporter Register 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>	<b>100.0</b>

1. Refer to *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 Register 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 Register total.'

Data for 1993 to 1995 is available upon request.

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



**Table 4.4**  
**Value of domestic exports, by destination and size, 1996 to 2004**

	Value of domestic exports								
	1996	1997	1998	1999	2000	2001	2002	2003	2004
	(CAN\$ millions)								
<b>U.S. total</b>	206,657	226,965	247,565	282,237	328,136	319,104	312,300	298,947	320,256
Eastern seaboard <sup>1</sup>	56,323	63,048	72,484	82,062	92,310	83,451	78,410	75,637	81,325
Industrial heartland <sup>1</sup>	88,735	94,030	96,506	108,046	121,987	119,511	122,694	115,540	121,148
Midwest <sup>1</sup>	28,205	30,592	30,829	33,738	44,393	42,589	43,825	42,288	46,140
Southeast <sup>1</sup>	13,531	15,037	17,587	20,089	23,746	23,859	23,923	22,544	25,483
West <sup>1</sup>	19,864	24,257	30,159	38,302	45,699	49,694	43,449	42,937	46,160
<b>Non-U.S. total</b>	50,512	52,001	46,324	43,538	50,232	48,151	46,857	49,193	58,247
European Union <sup>1</sup>	15,033	14,692	15,291	14,925	18,082	17,122	16,009	17,507	19,778
Japan	11,148	11,149	8,611	8,300	8,955	8,067	8,190	7,924	8,404
Mexico	1,214	1,225	1,393	1,534	1,917	2,334	2,258	2,143	2,852
South America <sup>1</sup>	3,151	3,761	3,236	2,398	2,775	2,594	2,103	2,048	2,585
Other <sup>1</sup>	19,964	21,175	17,795	16,382	18,503	18,034	18,297	19,569	24,629
U.S. only	111,301	132,876	130,138	142,713	172,370	186,541	162,756	168,940	190,029
Non-U.S. only	15,864	20,973	17,693	15,134	14,565	14,477	14,489	14,120	17,955
Both U.S. and non-U.S.	130,004	125,116	146,029	167,927	191,432	166,236	181,912	165,079	170,518
<b>Exporter Register total</b>	<b>257,169</b>	<b>278,966</b>	<b>293,890</b>	<b>325,775</b>	<b>378,367</b>	<b>367,254</b>	<b>359,157</b>	<b>348,140</b>	<b>378,503</b>
<b>Published total<sup>2</sup></b>	<b>259,295</b>	<b>280,034</b>	<b>297,509</b>	<b>331,748</b>	<b>385,678</b>	<b>375,230</b>	<b>365,294</b>	<b>354,232</b>	<b>385,087</b>
<b>Exporter size</b>									
Less than \$30,000	104	106	103	106	102	103	101	102	91
\$30,000 to \$99,999	477	502	497	530	567	571	568	558	566
\$100,000 to \$999,999	4,624	4,866	5,150	5,334	5,399	5,490	5,628	5,563	5,597
\$1,000,000 to \$4,999,999	12,511	13,678	14,757	15,494	16,030	16,405	16,595	16,699	16,843
\$5,000,000 to \$24,999,999	31,452	33,841	35,514	37,969	41,119	42,404	42,586	41,365	43,940
\$25,000,000 and over	208,003	225,972	237,867	266,344	315,150	302,281	293,679	283,853	311,466
<b>Exporter Register total</b>	<b>257,169</b>	<b>278,966</b>	<b>293,890</b>	<b>325,775</b>	<b>378,367</b>	<b>367,254</b>	<b>359,157</b>	<b>348,140</b>	<b>378,503</b>
	% share								
Less than \$30,000	0.0	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	0.1	0.2	0.2	0.2	0.1
\$100,000 to \$999,999	1.8	1.7	1.8	1.6	1.4	1.5	1.6	1.6	1.5
\$1,000,000 to \$4,999,999	4.9	4.9	5.0	4.8	4.2	4.5	4.6	4.8	4.4
\$5,000,000 to \$24,999,999	12.2	12.1	12.1	11.7	10.9	11.5	11.9	11.9	11.6
\$25,000,000 and over	80.9	81.0	80.9	81.8	83.3	82.3	81.8	81.5	82.3
<b>Exporter Register 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>	<b>100.0</b>

1. Refer to *Note to users* (Table 4.8) for a complete list of inclusions.

2. Published totals are the Canadian dollar value from Statistics Canada, International Trade Division total domestic exports.

Differences from the value of the Exporter Register 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 Register 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 Register total.'

Data for 1993 to 1995 is available upon request.

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

**Table 4.5**  
**Exporter population, by province of residence, 1996 to 2004**

Province of residence	Number of exporters (establishments)								
	1996	1997	1998	1999	2000	2001	2002	2003	2004
Newfoundland & Labrador	207	201	190	214	219	224	228	229	249
Prince Edward Island	136	130	144	160	158	156	155	137	135
Nova Scotia	869	867	839	919	929	922	934	907	901
New Brunswick	742	772	793	800	819	851	851	791	780
Quebec	8,347	8,791	8,889	9,234	9,605	9,705	9,745	9,982	9,670
Ontario	18,186	18,884	19,296	19,701	19,882	19,972	20,402	20,515	20,581
Manitoba	1,341	1,412	1,454	1,454	1,548	1,595	1,659	1,573	1,492
Saskatchewan	796	803	820	833	902	927	920	867	831
Alberta	2,887	3,069	3,202	3,458	3,694	3,840	3,934	3,724	3,691
British Columbia <sup>1</sup>	5,582	5,813	5,987	6,220	6,538	6,719	6,702	6,762	6,639
Yukon <sup>2</sup>	34	x	x	x	x	x	x	x	x
Northwest Territories <sup>2</sup>	x	x	x	x	x	x	x	x	x
Nunavut <sup>3</sup>	...	...	...	x	x	x	x	x	x
<b>Canada</b>	<b>39,127</b>	<b>40,742</b>	<b>41,614</b>	<b>42,993</b>	<b>44,294</b>	<b>44,911</b>	<b>45,530</b>	<b>45,487</b>	<b>44,969</b>

x indicates confidential data

... figures not applicable.

1. Northwest Territories and Yukon Territory are combined with British Columbia for the years 1997 to 2004

2. Northwest Territories is combined with Yukon Territory for the year 1996.

3. Nunavut is combined with British Columbia for 1999 to 2004

**Note:** Data for 1993 to 1995 is available upon request

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

**Table 4.6**  
**Value of domestic exports, by province of residence, 1996 to 2004**

Province of residence	Value of domestic exports								
	1996	1997	1998	1999	2000	2001	2002	2003	2004
	(CAN\$ millions)								
Newfoundland & Labrador	1,537	1,604	1,456	1,834	2,445	2,501	3,377	3,059	3,343
Prince Edward Island	309	328	464	514	515	458	514	448	456
Nova Scotia	3,153	3,761	3,751	4,244	4,569	4,850	5,054	4,914	4,867
New Brunswick	4,932	5,082	5,027	5,694	7,001	8,228	8,094	8,309	9,234
Quebec	47,106	51,194	57,671	62,064	72,406	67,613	66,451	63,180	66,441
Ontario	129,024	141,496	152,733	171,684	181,141	175,305	177,660	163,654	175,784
Manitoba	8,741	8,607	8,426	10,025	11,086	10,616	10,572	9,687	9,357
Saskatchewan	3,958	4,269	4,567	5,005	5,906	5,308	5,883	5,042	5,938
Alberta	30,314	32,151	29,841	34,215	57,804	60,788	52,795	60,969	69,086
British Columbia <sup>1</sup>	28,027	30,474	29,953	30,494	35,496	31,589	28,755	28,878	33,997
Yukon <sup>2</sup>	66	x	x	x	x	x	x	x	x
Northwest Territories <sup>2</sup>	x	x	x	x	x	x	x	x	x
Nunavut <sup>3</sup>	...	...	...	x	x	x	x	x	x
<b>Canada</b>	<b>257,169</b>	<b>278,966</b>	<b>293,890</b>	<b>325,775</b>	<b>378,367</b>	<b>367,254</b>	<b>359,157</b>	<b>348,140</b>	<b>378,503</b>

x indicates confidential data

... figures not applicable.

1. Northwest Territories and Yukon Territory are combined with British Columbia for the years 1997 to 2004.

2. Northwest Territories is combined with Yukon Territory for the year 1996

3. Nunavut is combined with British Columbia for 1999 to 2004

**Note:** Data for 1993 to 1995 is available upon request.

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

**Table 4.7**  
**Number of exporters and value of exports, by employee class and exporter size, 2004**

Exporter size	Employee class				Grand total
	Less than 50	50 to 99	100 to 199	200 and over	
Number of exporters (establishments)					
Less than \$30,000	6,024	719	369	283	7,395
\$30,000 to \$99,999	8,256	745	429	232	9,662
\$100,000 to \$999,999	12,285	1,740	867	494	15,386
\$1M to \$4,999,999	4,361	1,475	798	360	6,994
\$5M to \$24,999,999	1,322	936	925	594	3,777
\$25,000,000 and over	359	201	348	847	1,755
<b>Grand Total</b>	<b>32,607</b>	<b>5,816</b>	<b>3,736</b>	<b>2,810</b>	<b>44,969</b>
Value of exports (CAN\$ millions)					
Less than \$30,000	74	8	4	3	91
\$30,000 to \$ 99,999	477	46	28	15	567
\$100,000 to \$999,999	4,282	732	363	220	5,597
\$1M to \$4,999,999	9,790	3,858	2,178	1,016	16,842
\$5M to \$24,999,999	14,026	10,022	11,390	8,501	43,939
\$25,000,000 and over	73,394	44,359	23,977	169,735	311,466
<b>Grand Total</b>	<b>102,045</b>	<b>59,026</b>	<b>37,941</b>	<b>179,490</b>	<b>378,503</b>

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

## Appendix Notes to users

**Table 4.8**  
**Export destination groupings**

<b>U.S. groupings</b>				
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		

**Table 4.9**  
**Industry groupings**

Industry groupings	Corresponding NAICS code
Agriculture, forestry, fishing and hunting	11
Mining and oil and gas extraction	21
Utilities	22
Construction	23
<b>Manufacturing</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, appliances and components	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, nonprofit 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 Register 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 Register, and exporter is defined as an establishment engaged in the export of domestically produced goods.

### **Harmonized 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 Register 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 (NAICS)**

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.