



Alberta's Diversification 1970-2020

*Alberta Council of Technologies
Annual General Meeting*

June 23, 2011

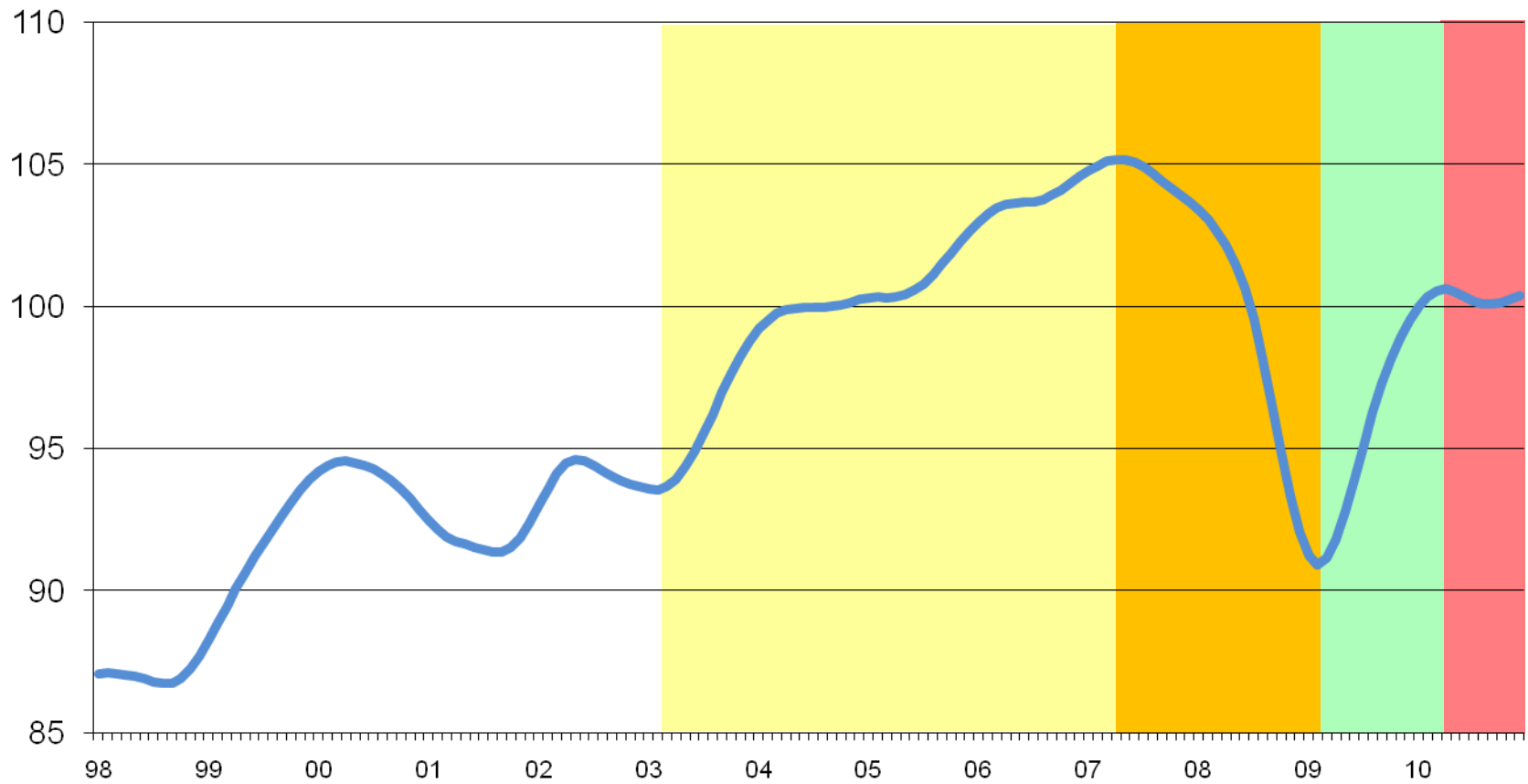
Whitemud Equine Learning Center - Edmonton

Peter Hall
Chief Economist
Export Development Canada

Types of Diversification

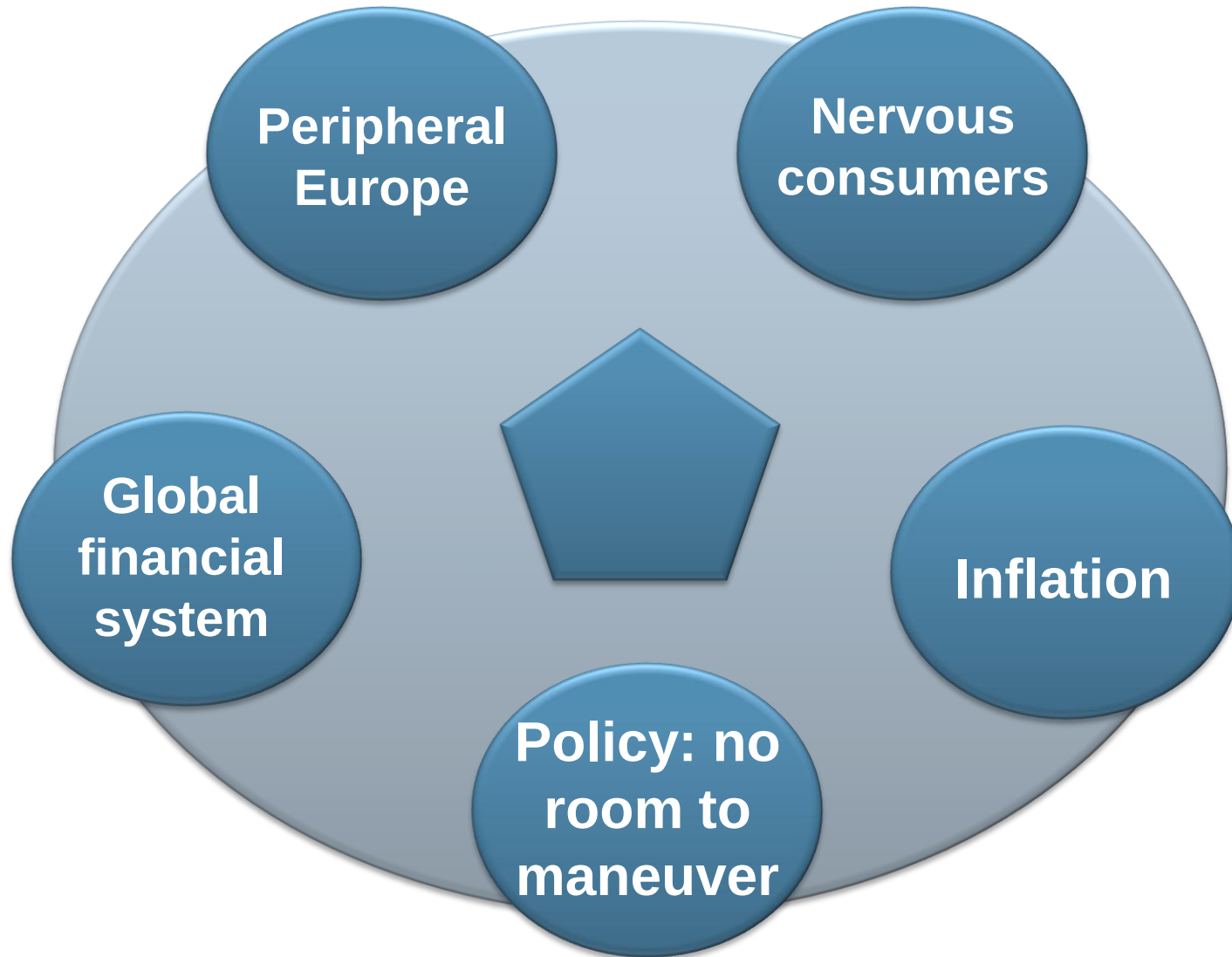
- *Inter-industry*
- *Intra-industry*
 - *Vertical diversification*
 - *Technological diversification*
- *Spatial: Advent of communication technology*
- *Market*

OECD Leading Indicator (SA, trend-restored index)



Sources: OECD, Haver Analytics.

Pre-existing challenges



New challenges



**Political
turmoil**



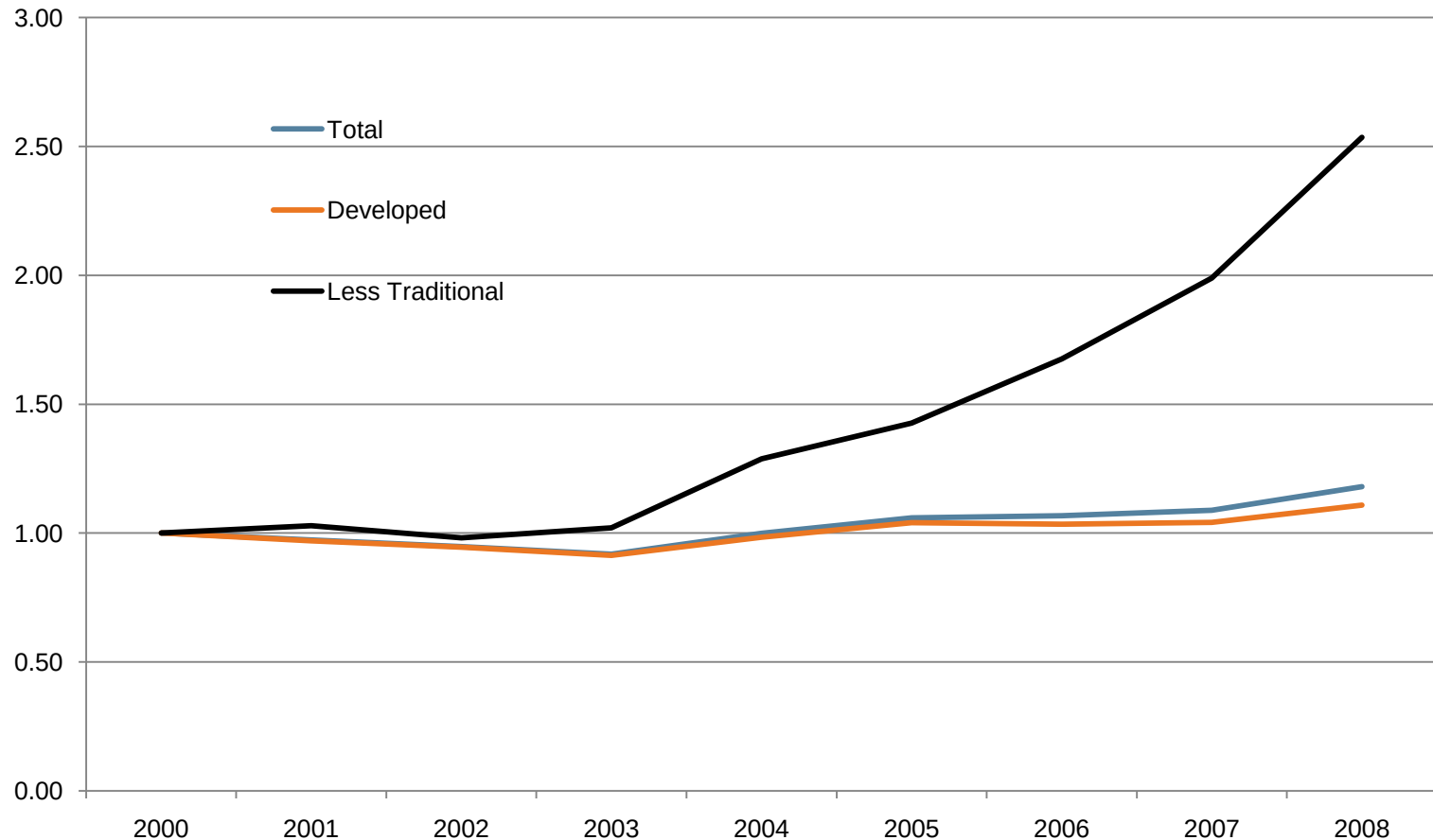
***Natural
Disasters***

Global GDP Forecast by country – Spring GEF 2011

<i>Market</i>	<i>Share</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>
US	19.1	-2.6	2.8	2.9	3.3
Canada	1.7	-2.5	3.1	2.7	2.7
Mexico	2.0	-6.1	5.5	4.4	4.0
W. Europe	18.4	-4.2	1.8	1.6	1.7
Japan	5.6	-6.3	4.3	1.3	2.5
Emerging Asia	21.6	7.0	9.3	7.8	8.3
Emerging Europe/C. Asia	7.5	-5.6	3.7	3.5	3.8
South America	5.5	-0.4	6.2	4.4	4.4
MENA	4.7	1.9	4.1	3.4	4.5
Industrial	49.7	-3.4	3.0	2.5	2.6
Developing	50.3	2.6	7.1	5.6	6.0
Total World	100.0	-0.6	5.0	4.1	4.3

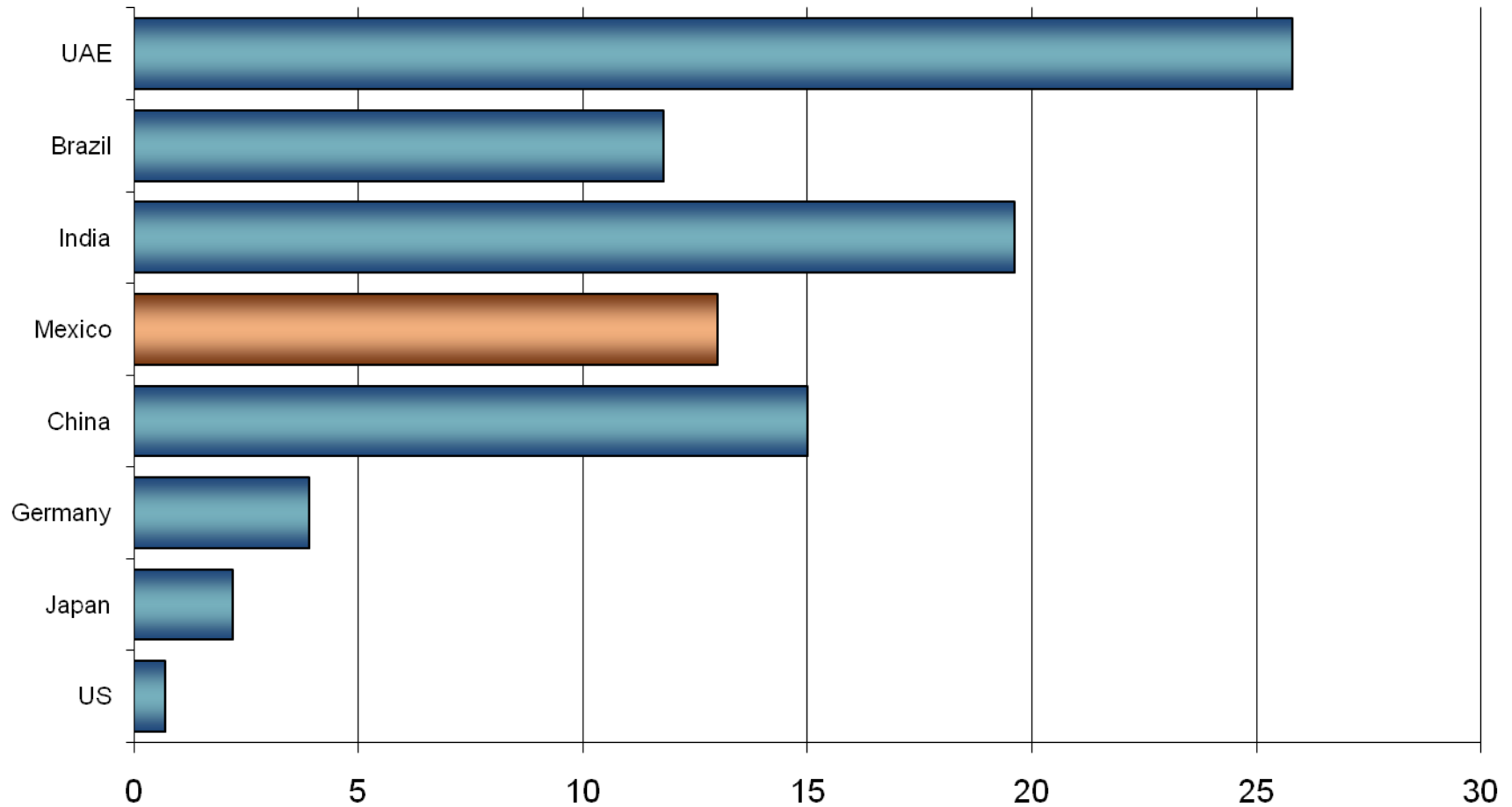
Canadian Trade is Changing

(index of merchandise exports, 2000=1.0)



Direction of trade shifting

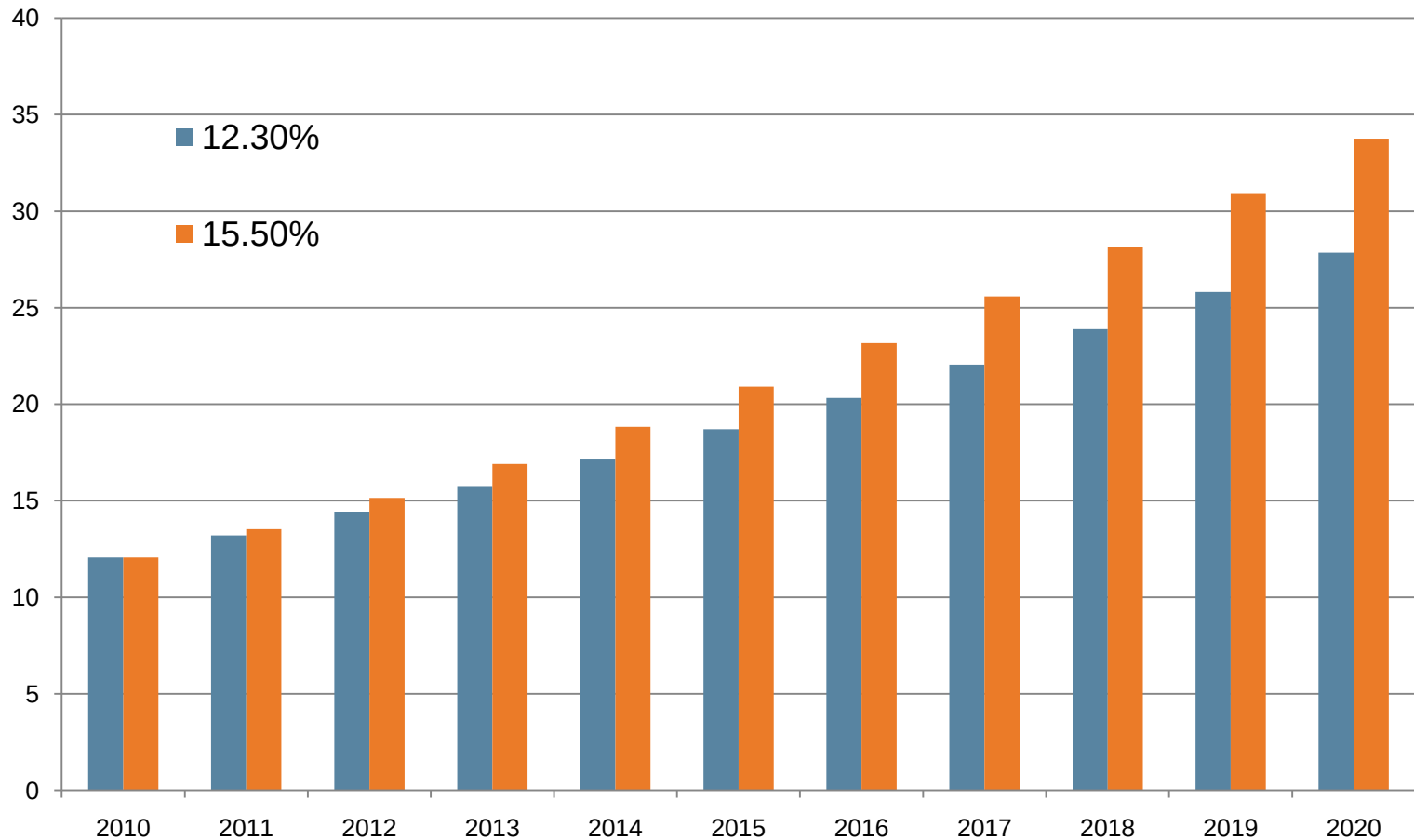
(compound annual growth, 2000-08, %)



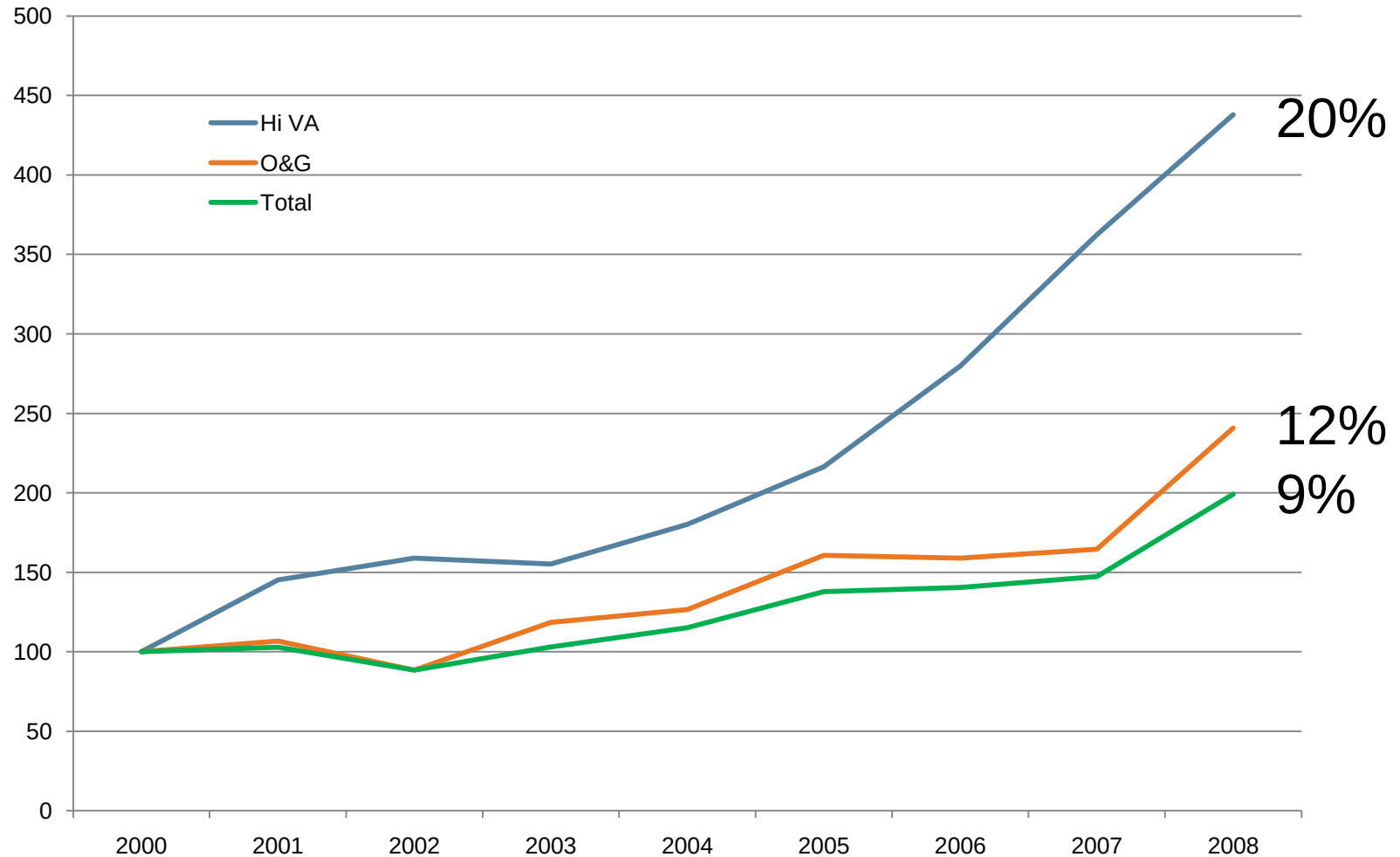
Source: Statistics Canada.

Trade: Transformation Underway?

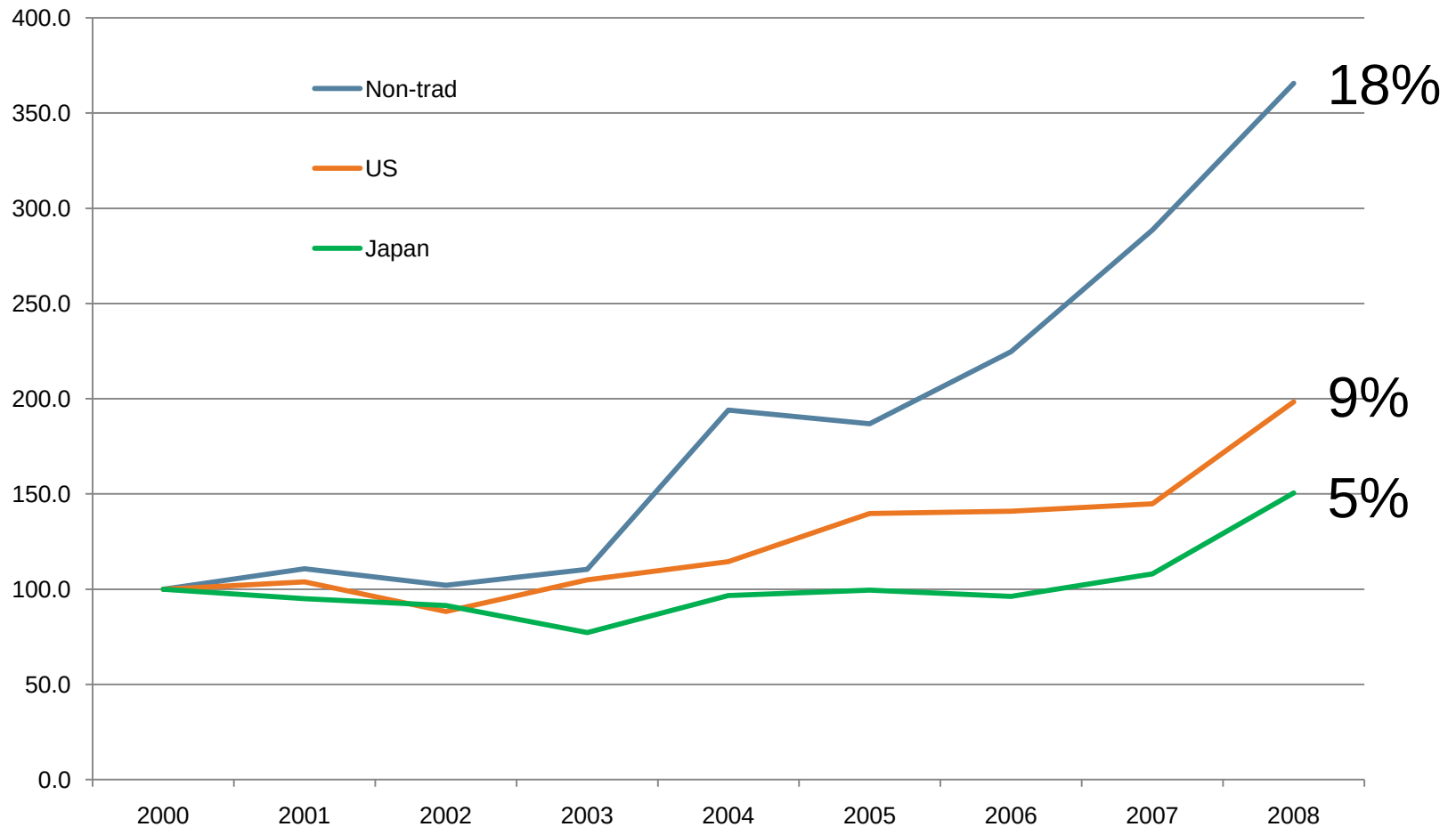
(growth scenarios: status quo, “plus”)



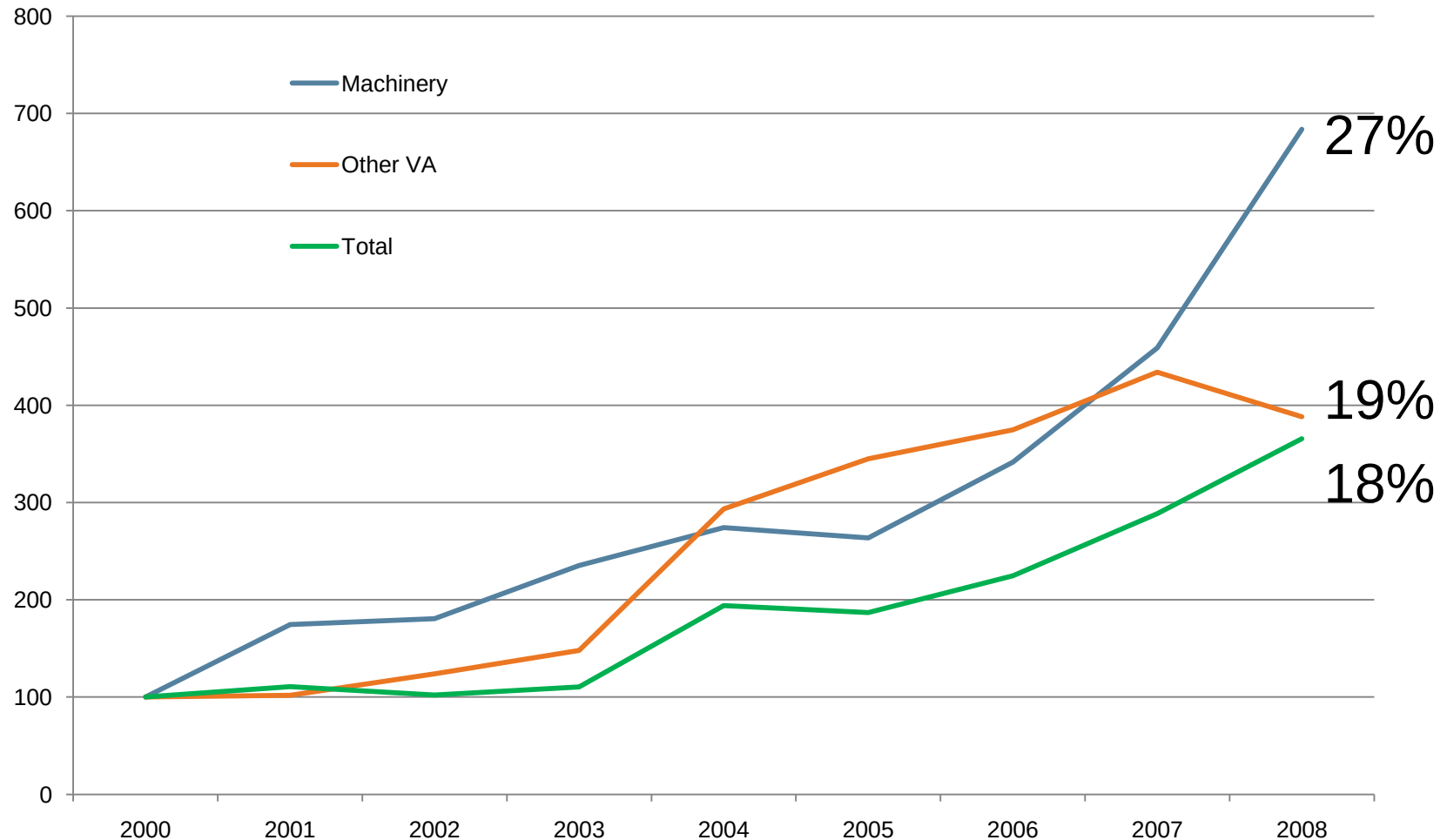
Alberta Trade: Products are changing (index of merchandise exports, 2000=100)



Alberta Trade: Direction is changing (index of merchandise exports, 2000=100)

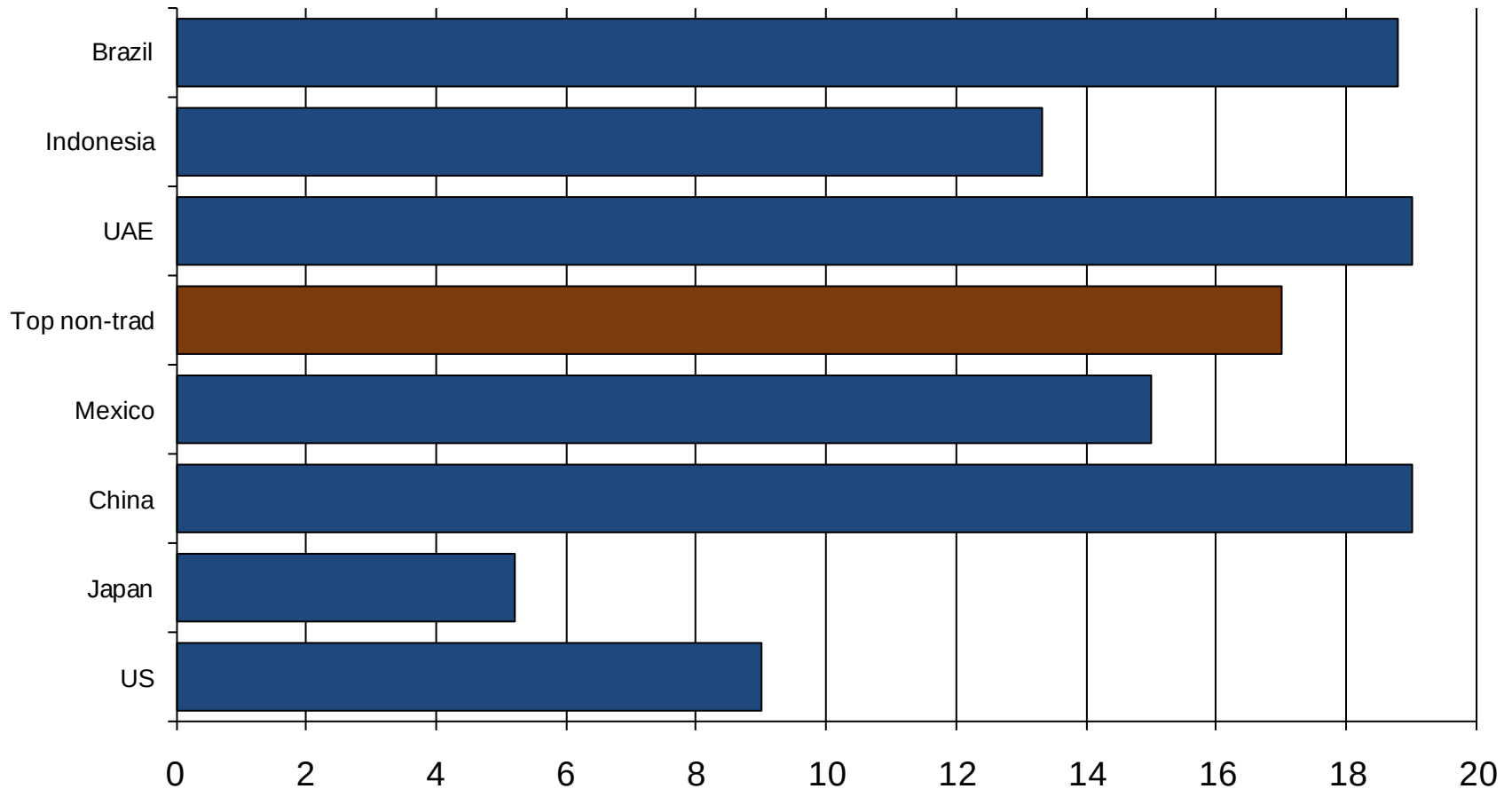


Alberta Trade: Non-traditional share (index of merchandise exports, 2000=100)



Alberta trade shifting

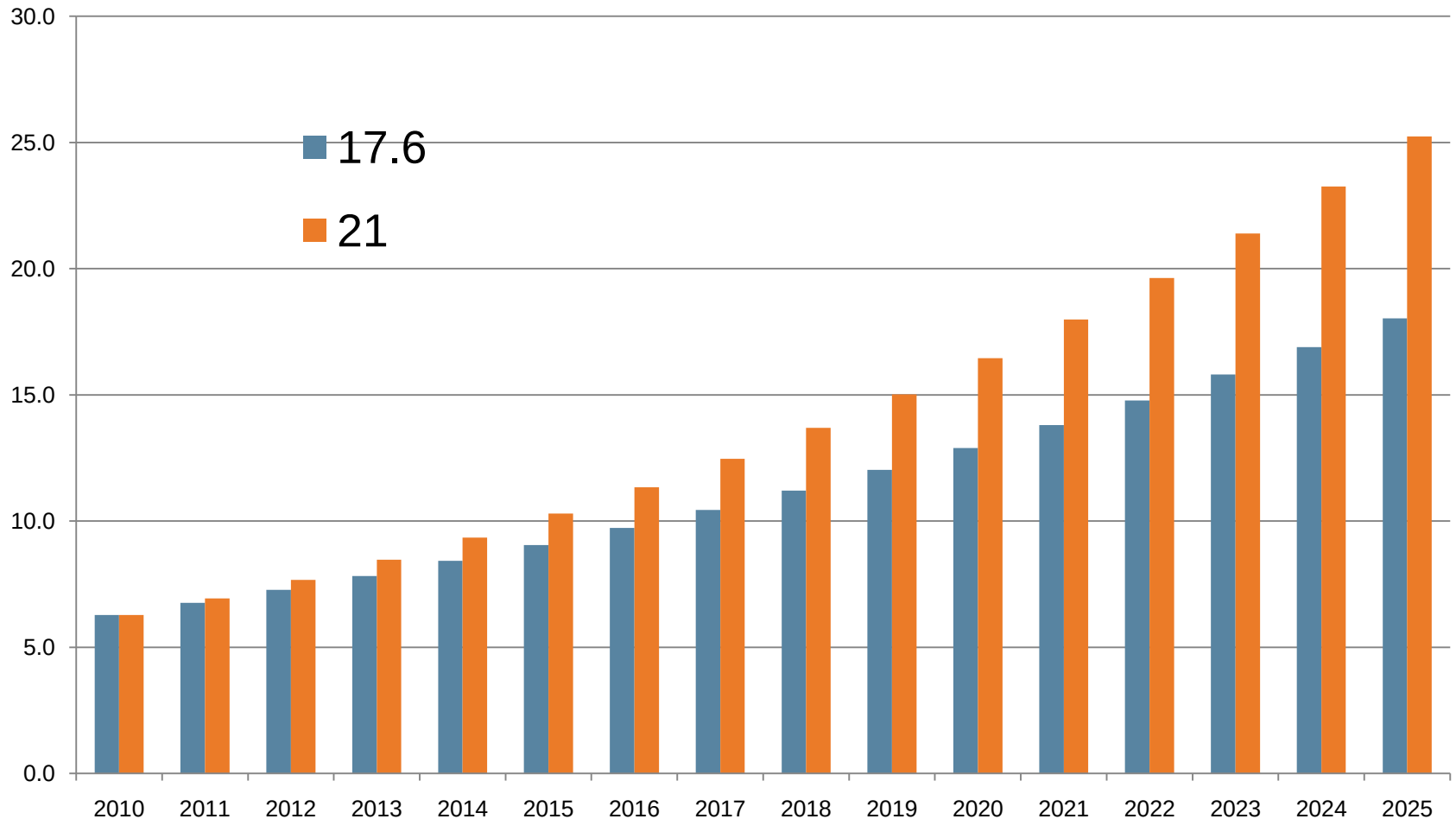
(compound annual growth, 2001-08, %)



Source: Statistics Canada.

Alberta: Future Transformation?

(growth scenarios: status quo, “plus”)



Conclusions

- *True recovery still months away*
- *...but it will be aggressive*
- *Globalization will continue*
- *...as will Alberta's trade transformation*
- *More study needed*
- *Help it to go viral!*



Global Export
Forecast Summary
Fall 2010

THE MOMENT OF TRUTH

The Commodity Analyst

August 4, 2009



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October 1, 2009

Recently, many nations have been questioning the value of globalization. The question is not whether globalization is good or bad, but whether it is sustainable. The answer is that globalization is sustainable only if it is managed properly. This report discusses the challenges of globalization and offers suggestions for how to manage it successfully.



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