



THE ASIA FACTOR

LE FACTEUR ASIE



Atlantic Canada Edition



ASIA PACIFIC
FOUNDATION
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DU CANADA

The Asia Factor in Atlantic Canada’s objective is to assist the region in better responding to Asia’s rising global economic importance by providing critical information on the opportunities and challenges for Atlantic Canadian business and trade with Asia.

The project represents the Atlantic side of *The Asia Factor*, a nationwide project launched by the Asia Pacific Foundation of Canada. *The Asia Factor* is a multi-year initiative that examines the interaction of each province and territory with Asia, providing a comprehensive resource of information and analysis on Canada-Asia relations at the provincial level.

For additional statistics and information on Atlantic Canada-Asia relations, visit www.TheAsiaFactor.ca

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60% of the world's population resides in Asia

37% of the world's GDP is currently produced in Asia

5.5% GDP growth for Asia is forecast for 2015

Asia is well on its way to becoming the main engine of global growth. Asia's share of global GDP is already higher than Europe's or North America's and is projected to reach 40% by 2018.

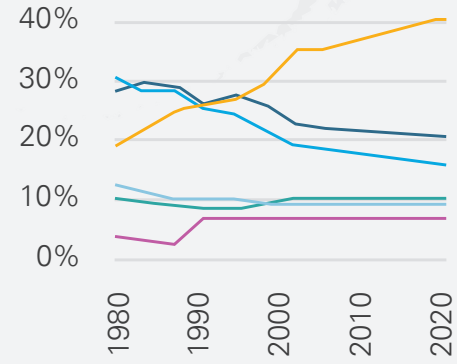
As Asia grows, per capita income and living standards will rise significantly, giving rise to an expanding middle class. The World Bank expects that economic growth in China, India, Indonesia, Vietnam and other Asian countries will result in Asia's share of the world's middle class jumping from 28% to 66% by 2030, while in North America and Europe it will shrink from 54% to 21%.

This global shift is particularly important for the Atlantic Canada region as most of its history has been shaped by its connections to the United States and Europe. On the economic front, for example, just before the 2008 financial crisis, the Atlantic Canada region exported less than 5% of its products to Asia. The region's exports to Asia more than doubled between 2007 and 2009 to reach \$2.2 billion, while exports to the U.S. and Europe both declined by close to 25%. The region has taken advantage of Asia's growth but it still remains heavily focused on the U.S. market.

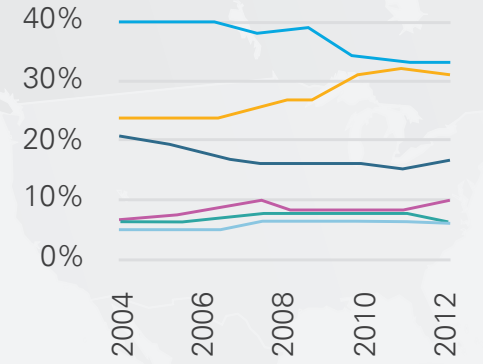
Asia is rapidly becoming the biggest market in the world, and there are remarkable opportunities for Atlantic Canadian companies in virtually every industry. For example, Atlantic Canada exports of fish and crustaceans to China have increased by more than 4,500% since 2000 and there is still room for growth. In 2013, China consumed one-quarter of the world's seafood - as per capita income and consumption increases, China's appetite for quality seafood products is expected to grow accordingly.

More than ever before, Asia matters for Atlantic Canada.

Share of World GDP ¹

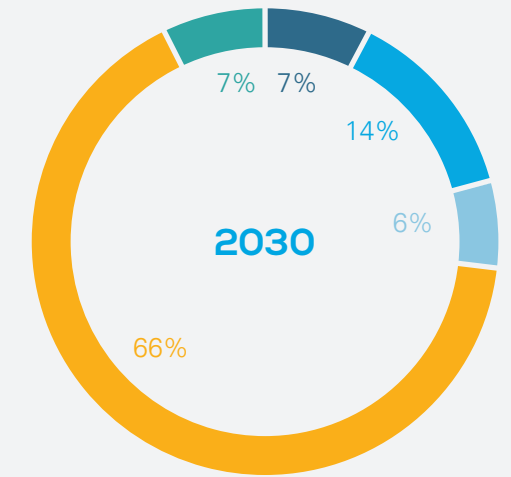
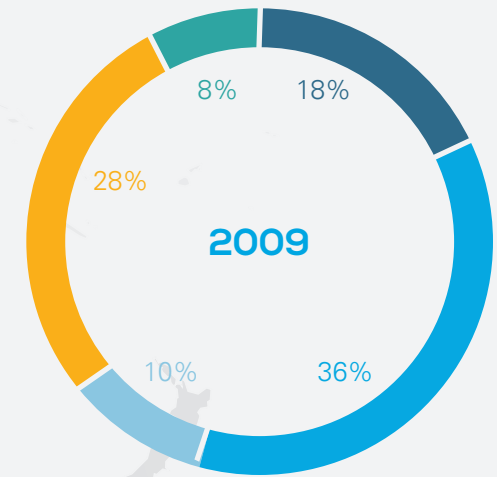


Global Imports



Asia Africa & The Middle East North America
Western Europe Eastern Europe Latin America

Global Middle Class

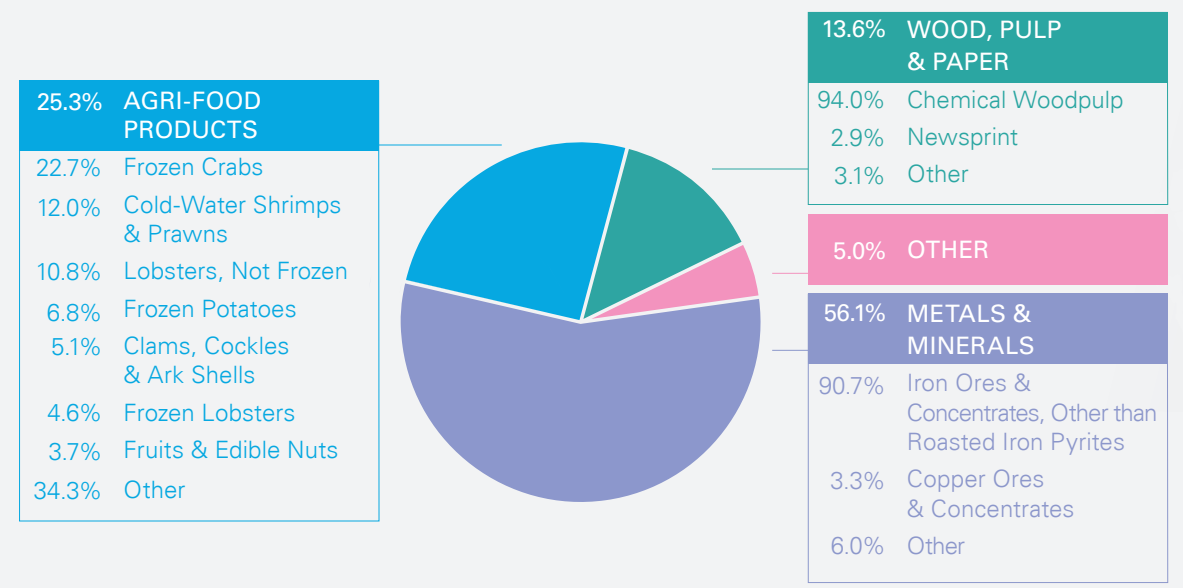


Asia Africa & The Middle East North America Europe Latin America

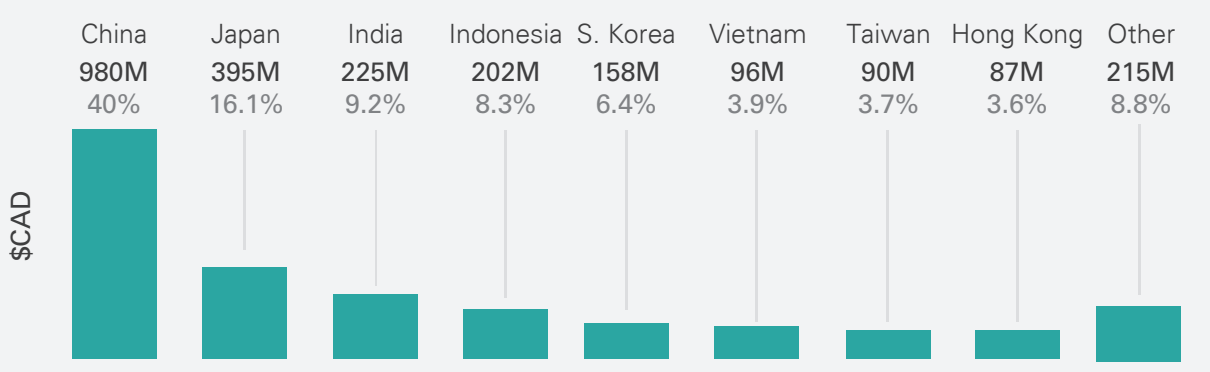
Atlantic Canada exported \$32.5 billion worth of goods worldwide in 2014. \$2.45 billion went to Asia, third behind Europe (\$5.1 billion) and the United States (\$23.3 billion). Metals and minerals and agri-food products make up most of Atlantic Canada's exports to Asia, totalling 81.4% of the region's exports to Asia. Wood, pulp and paper products make up a further 13.6%, leaving 5% for all other product categories. China remains Atlantic Canada's most important trading partner in Asia, receiving 40% of the region's Asia-bound exports. Japan, India, Indonesia and South Korea round out the rest of the top 5 export destinations in Asia. Among the Atlantic Provinces, Newfoundland and Labrador is the largest exporter to Asia, followed by Nova Scotia.

7.6% of Atlantic Canada's exports went to Asia
80% of Atlantic Canada's exports to Asia went to five countries in 2014
56.1% of Atlantic Canada's exports to Asia are metals and minerals

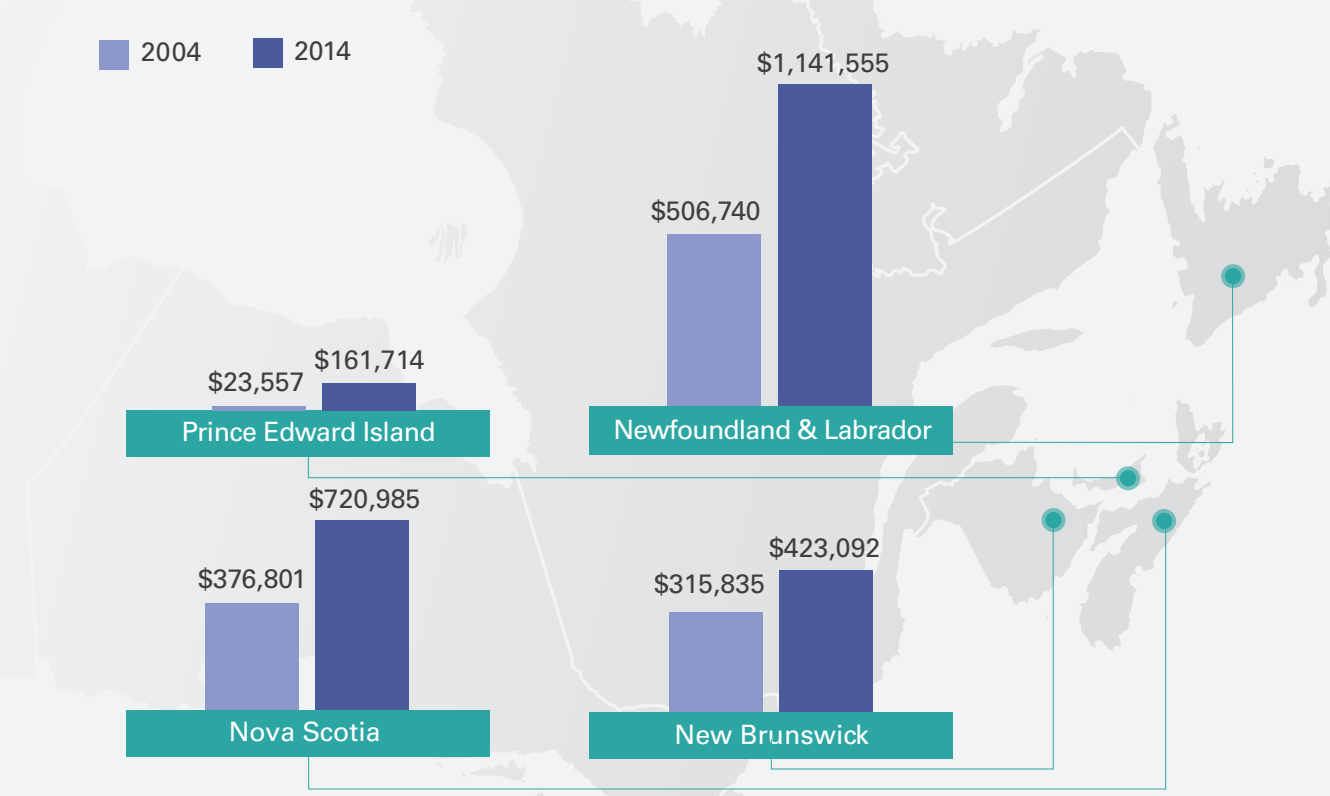
Atlantic Canada - Merchandise Exports to Asia, 2014



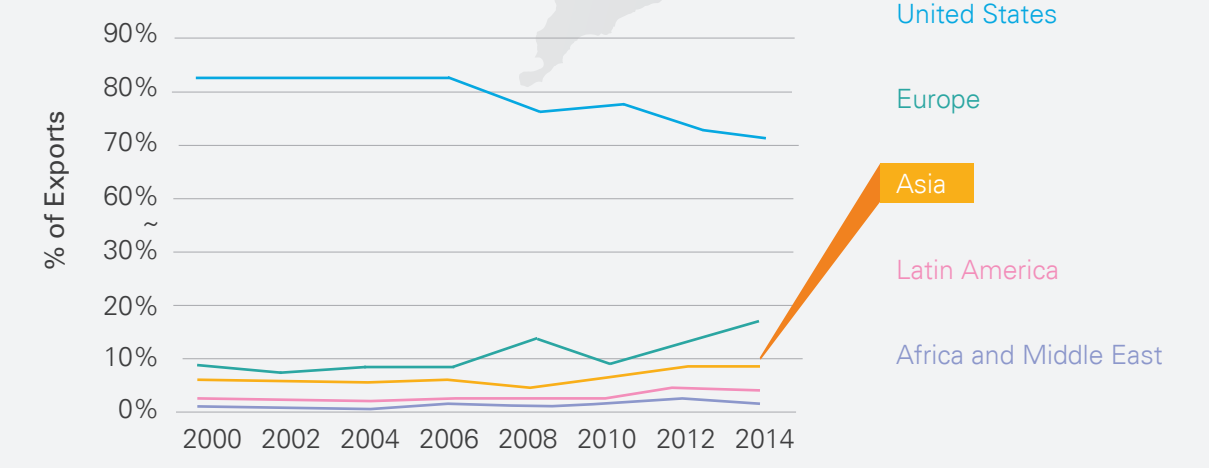
Atlantic Canada - Main Export Partners in Asia, 2014



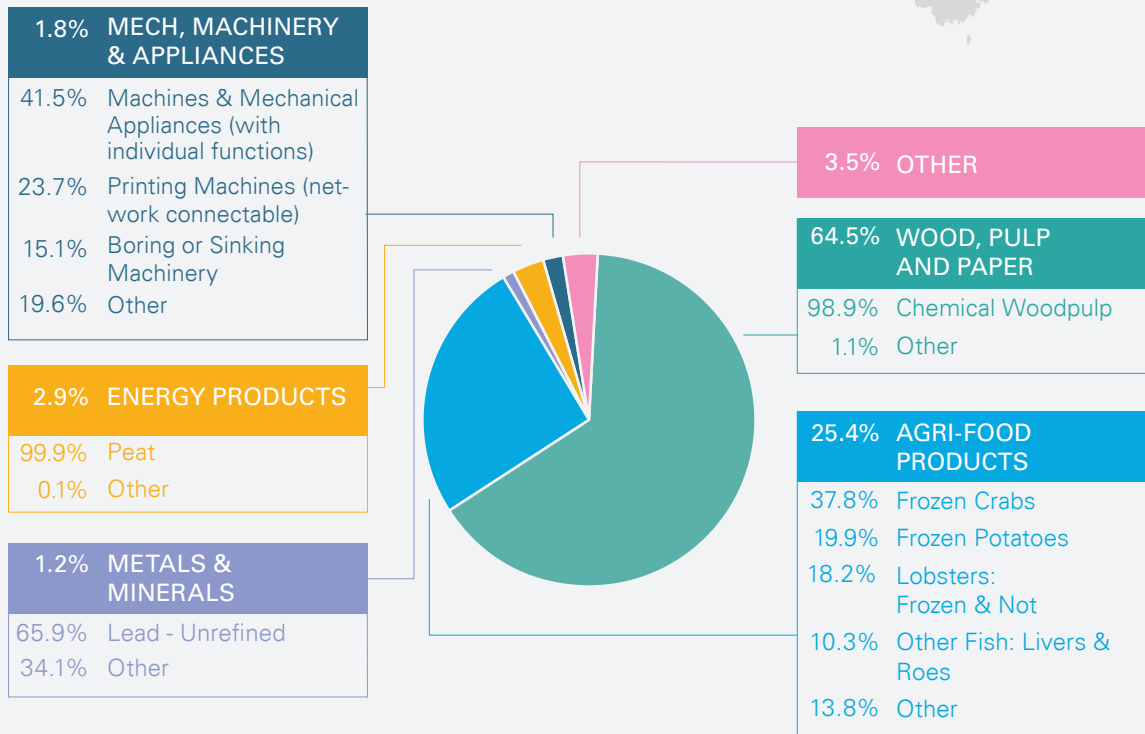
Exports to Asia (\$CAD, Thousands)



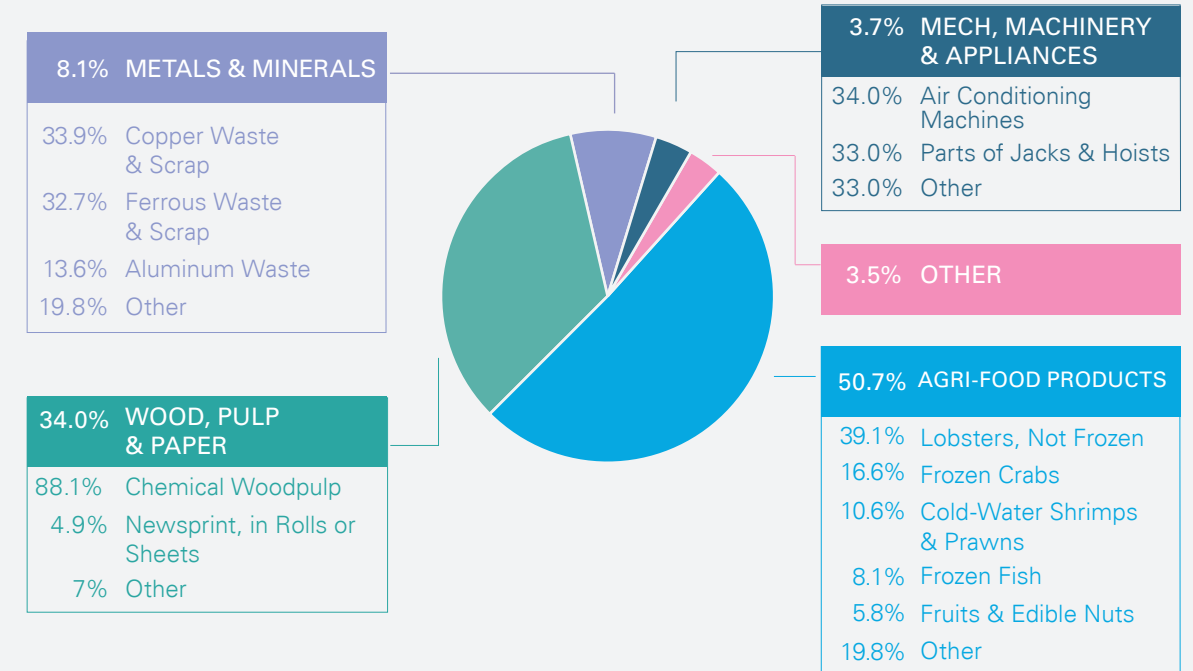
Atlantic Canada - Destinations of Exports



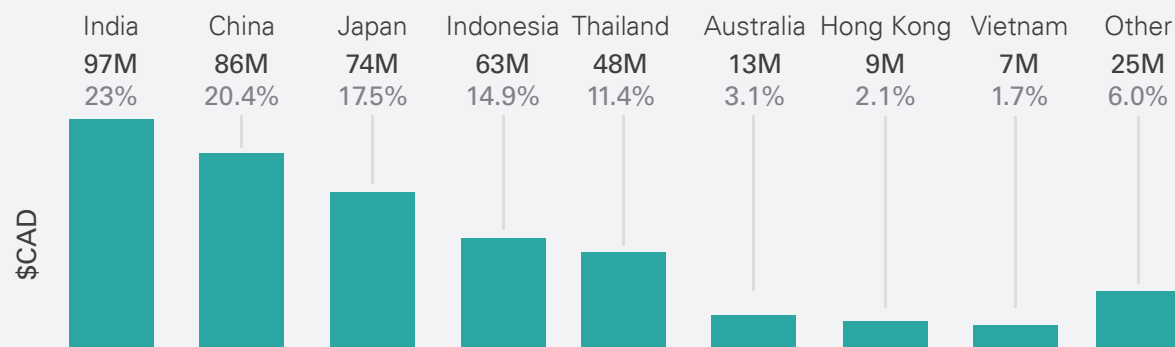
New Brunswick - Merchandise Exports to Asia, 2014



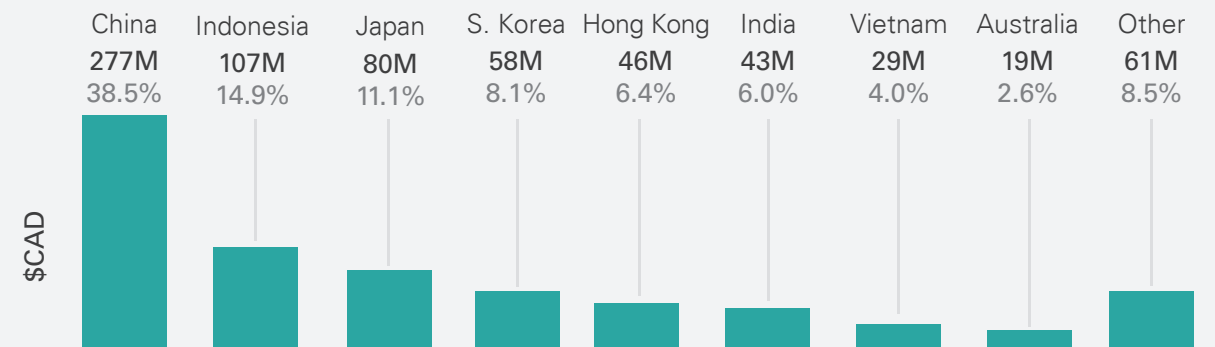
Nova Scotia - Merchandise Exports to Asia, 2014



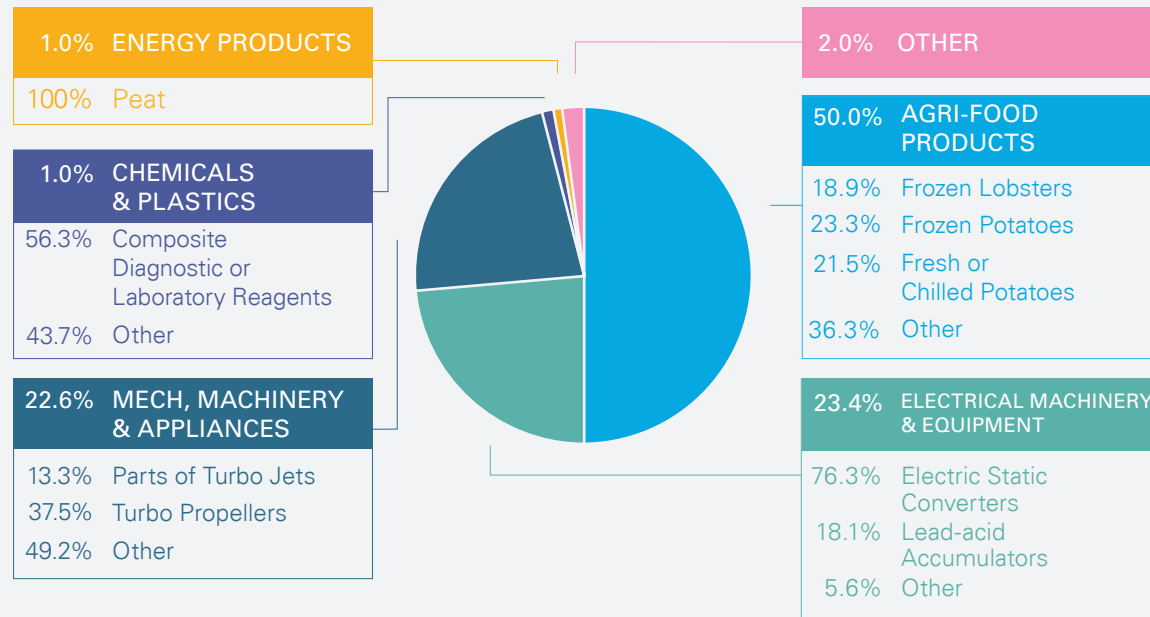
New Brunswick - Main Export Partners in Asia, 2014



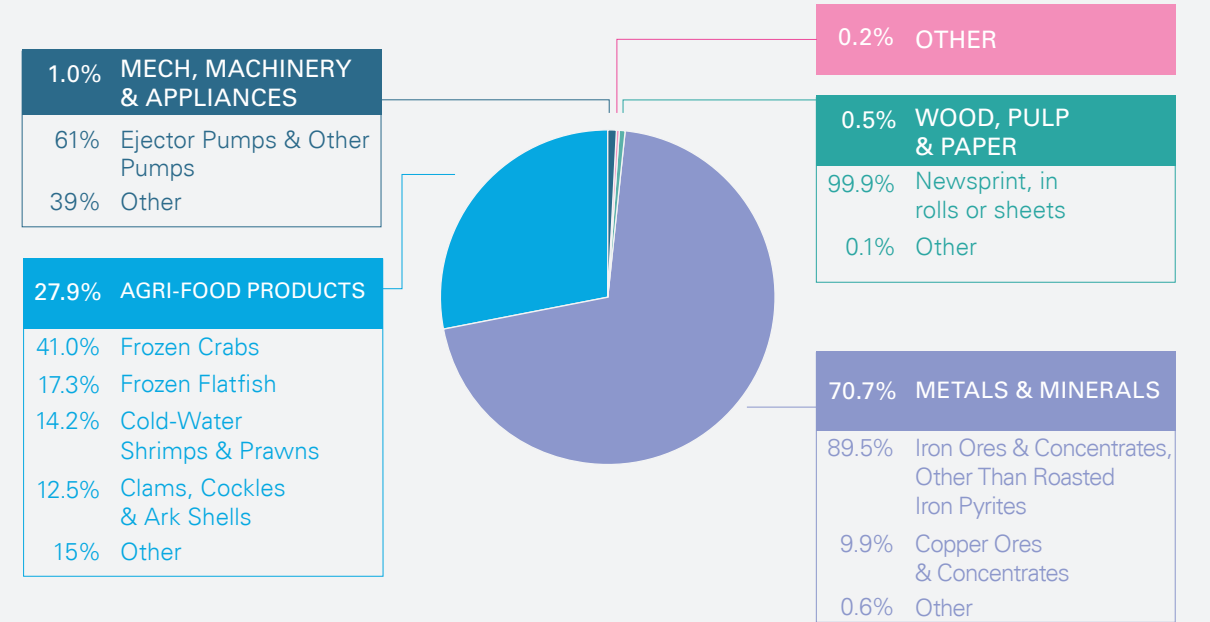
Nova Scotia - Main Export Partners in Asia, 2014



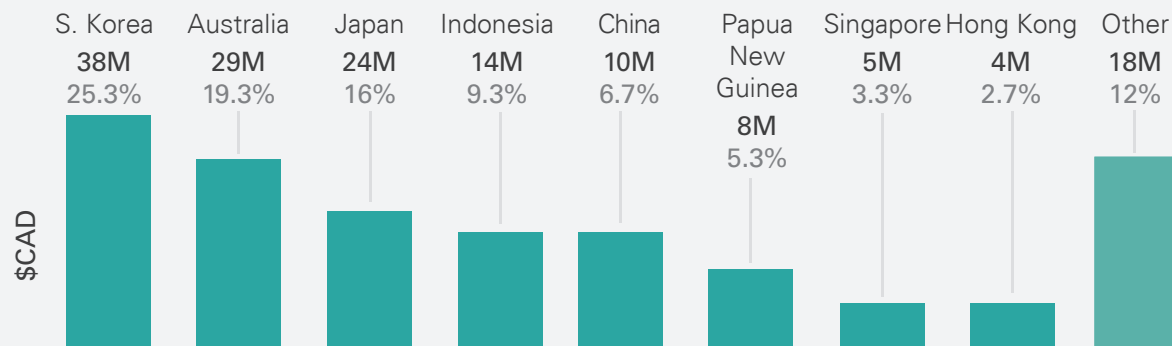
Prince Edward Island - Merchandise Exports to Asia, 2014



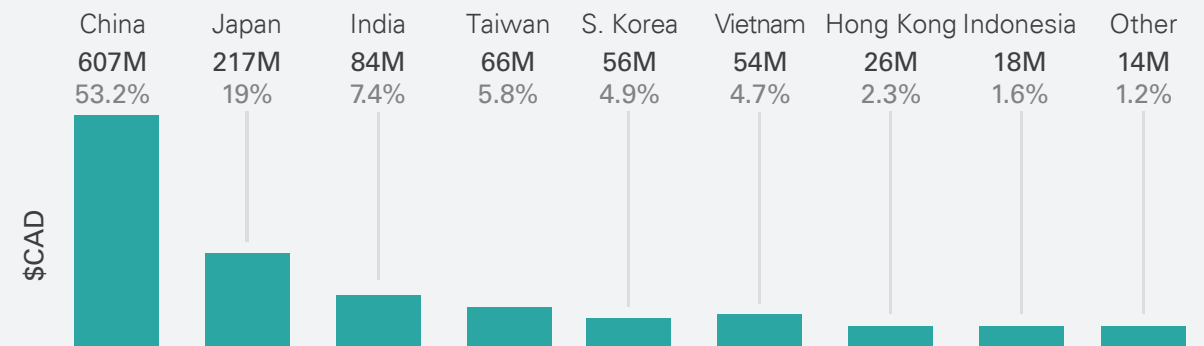
Newfoundland and Labrador - Merchandise Exports to Asia, 2014



Prince Edward Island - Main Export Partners in Asia, 2014



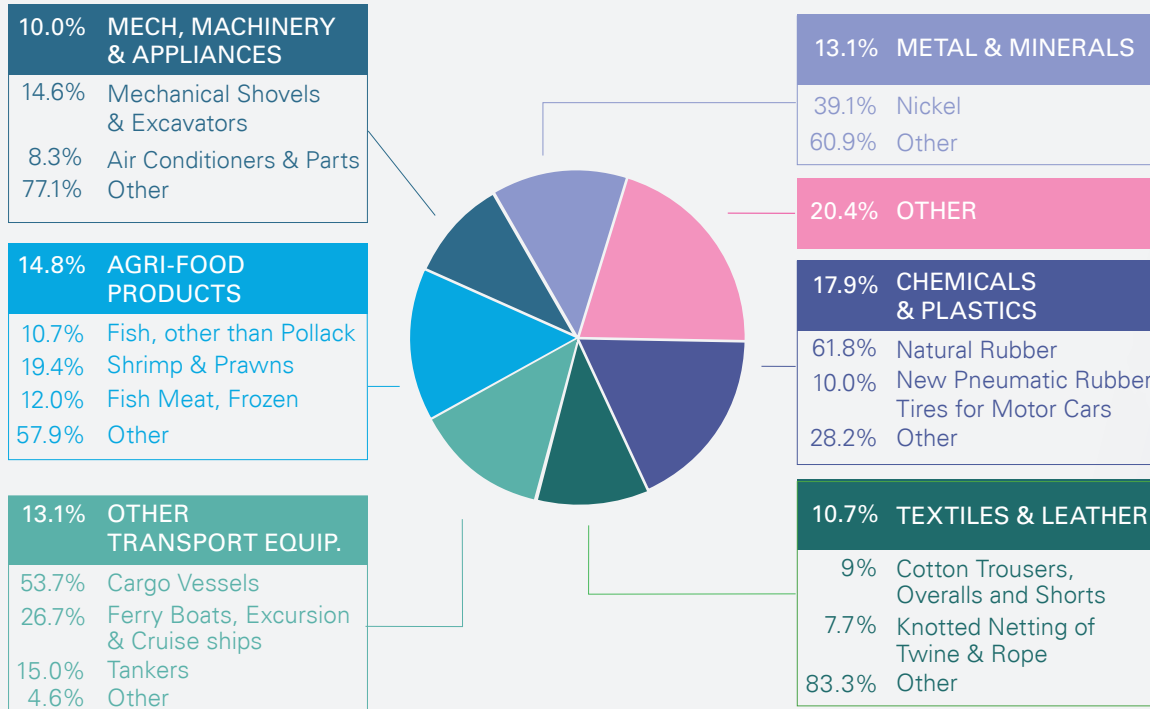
Newfoundland and Labrador - Main Export Partners in Asia, 2014



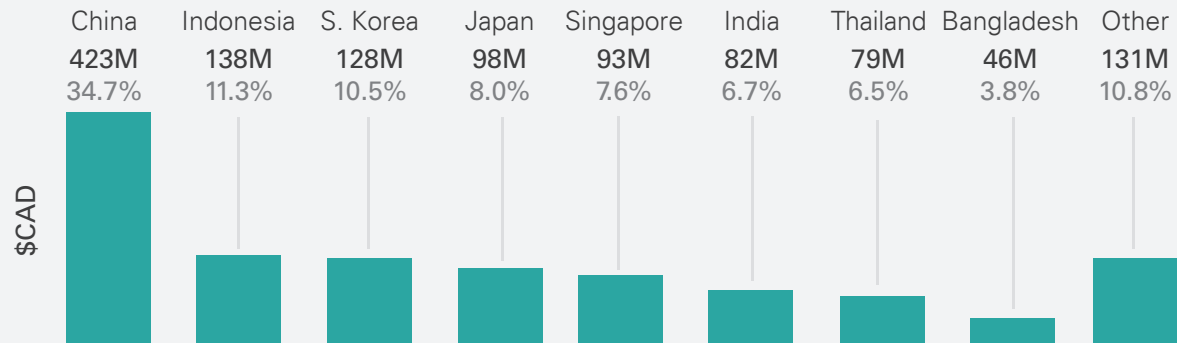
Atlantic Canada - Merchandise Imports from Asia

Atlantic Canada's imports from Asia show a fairly even distribution between diverse industries including chemicals and plastics, textiles and leather, machinery, agri-food products and metals and minerals. China continues to be the region's largest import partner in Asia, accounting for 34.7% of its imports from Asia. In 2014, however, the region witnessed an increase in the diversification of imports from Asia with other countries improving their ability to access Atlantic Canadian markets.

Atlantic Canada - Merchandise Imports From Asia, 2014



Atlantic Canada - Main Import Partners in Asia, 2014



4.9%

of Atlantic Canada's imports come from Asia

41%

Growth of imports from Asia to Atlantic Canada since 2004

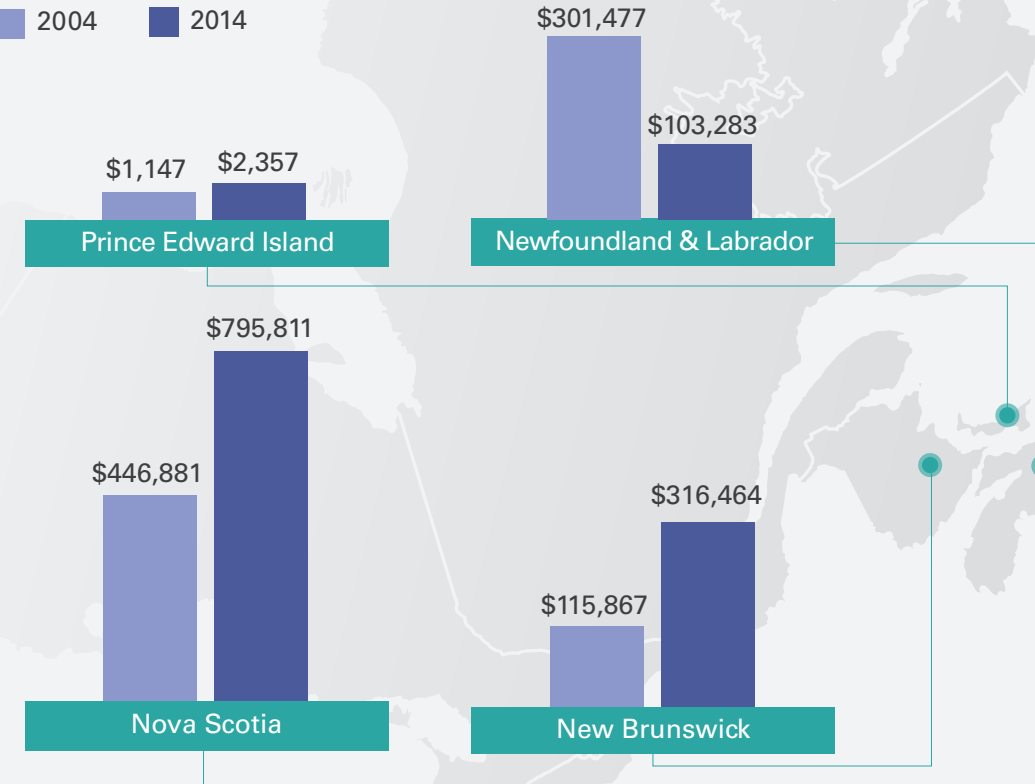
56.6%

of Atlantic Canada's imports from Asia come from China, Indonesia and South Korea

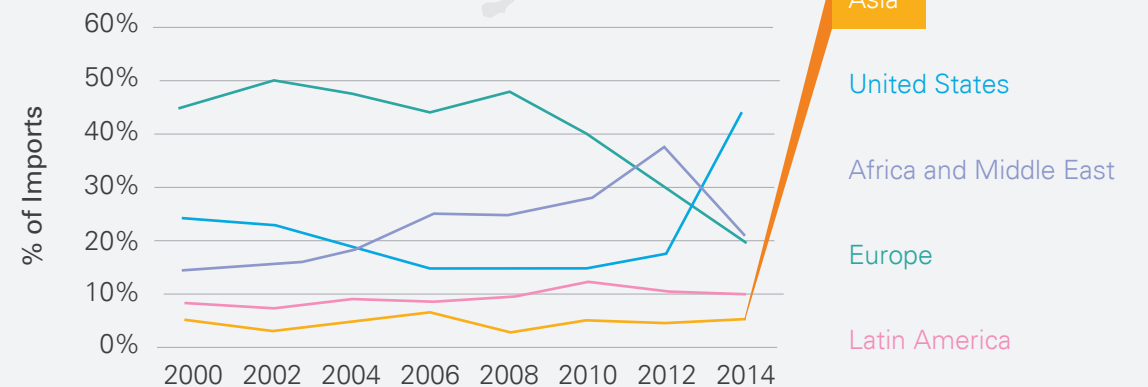
Imports from Asia (\$CAD, Thousands)

Imports by province of clearance

2004 2014

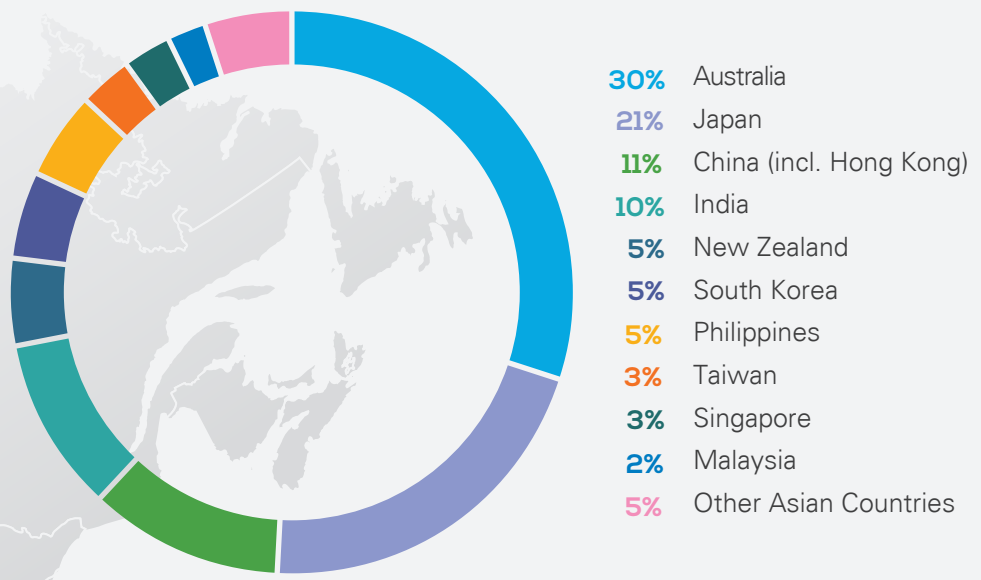


Atlantic Canada - Origins of Imports

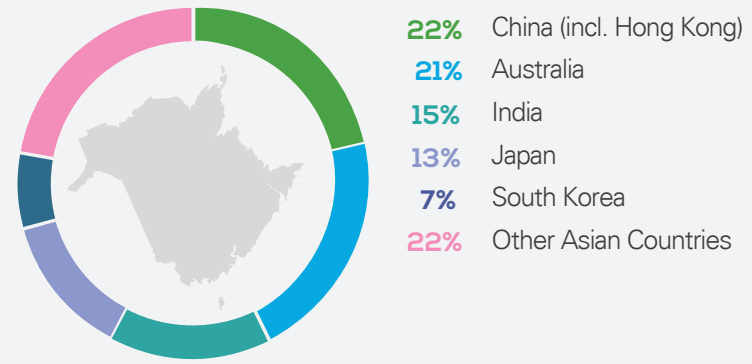


Asia will be fuelling the global travel industry for decades to come and outbound travel from China is on the rise. While China is the main source of Asian tourists in Canada, Australia and Japan are the two main sources of Asian tourists in the Atlantic Canada region. Once the number one source of tourists to the region, the number of Japanese tourists declined slightly (-4%) from 2000 to 2013, while Australian (214%), Chinese (163%) and Indian (117%) tourists numbers have grown the fastest.

Asian Visitors to Atlantic Canada, total 2000-2013



Asian Visitors to New Brunswick, total 2000-2013

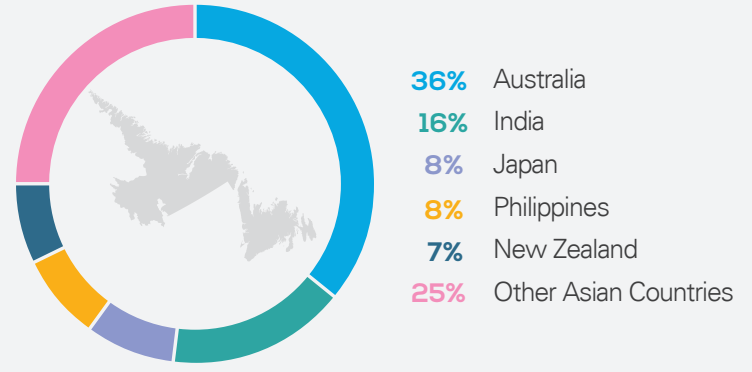


30% of Asian tourists to the region came from Australia

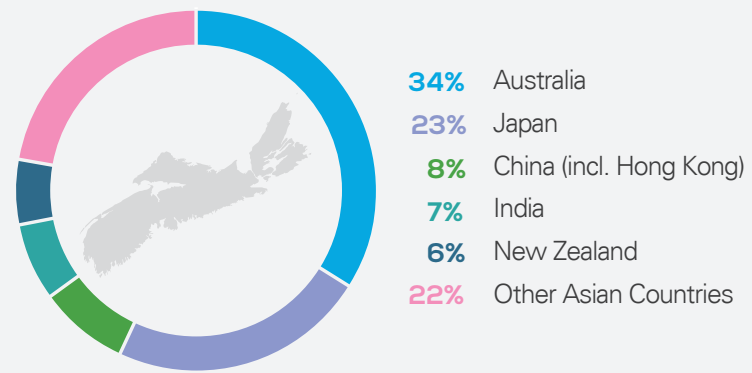
11% of Asian tourists to the region came from China, compared to national proportion of 30%

88% of Asian tourists to PEI came from Japan

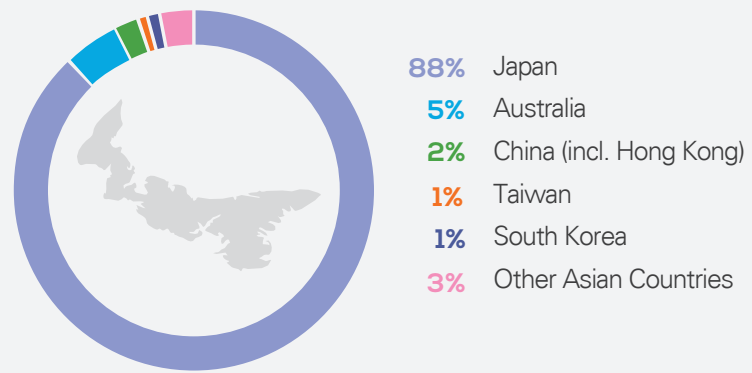
Asian Visitors to Newfoundland and Labrador, total 2000-2013



Asian Visitors to Nova Scotia, total 2000-2013



Asian Visitors to Prince Edward Island, total 2000-2013





Asia has become an important source of immigrants for Atlantic Canada. Since 2005 it has been the region's top source of new immigrants, far surpassing Europe and the United States. Within Asia, the top source countries of immigrants to the Atlantic region in 2013 were China, South Korea, India and the Philippines. Broken down by province, China remains the top source of immigrants from Asia for each Atlantic province.

49%

of Atlantic Canada's immigrants in 2013 were from Asia

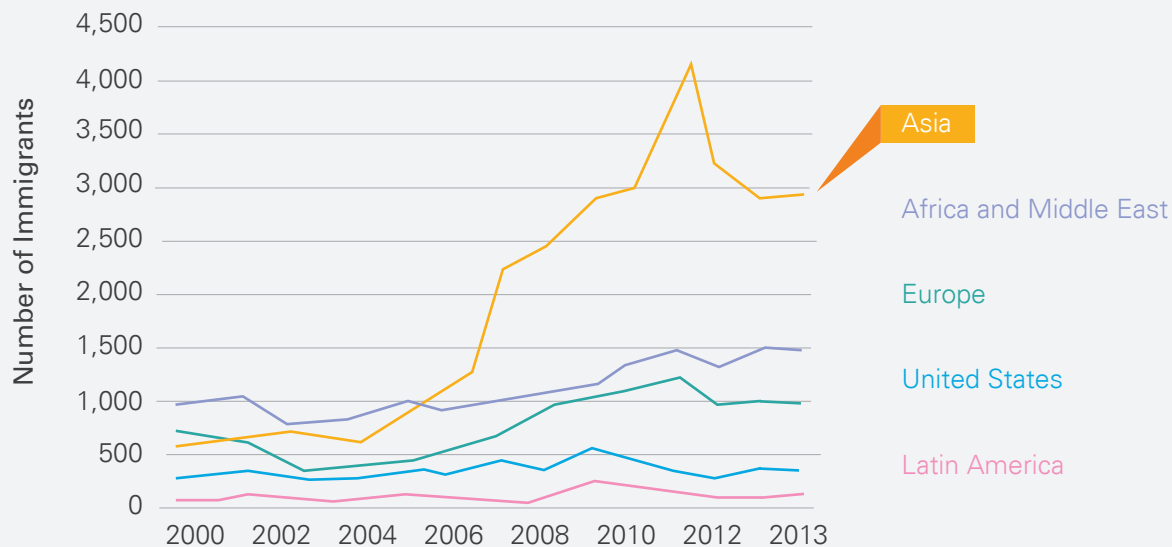
17%

of immigrants to Atlantic Canada in 2013 came from China

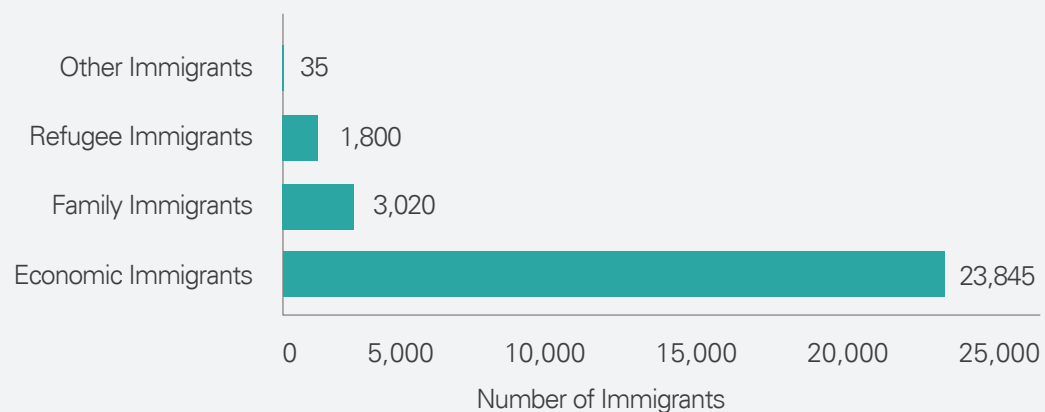
326%

Growth in immigrants from Asia since 2000

Immigration to Atlantic Canada

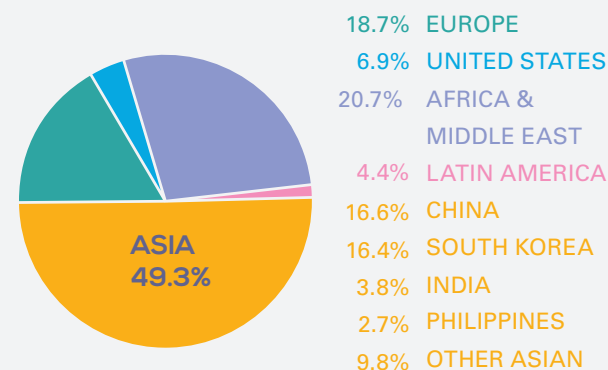


Type of Immigrants from Asia, 2000-2013

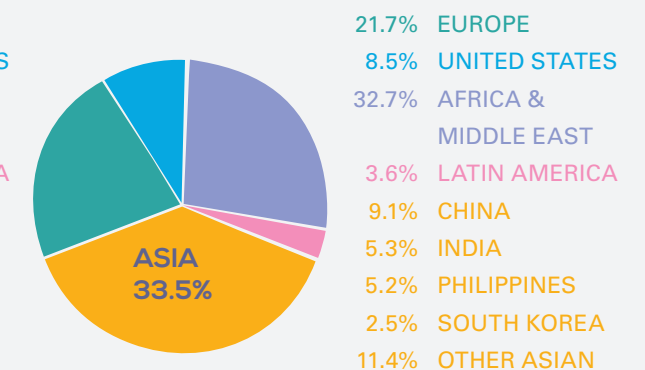


Source of Immigrants, by Province, total 2000-2013

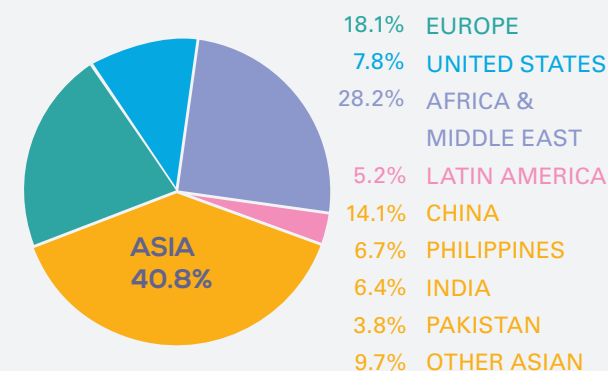
New Brunswick



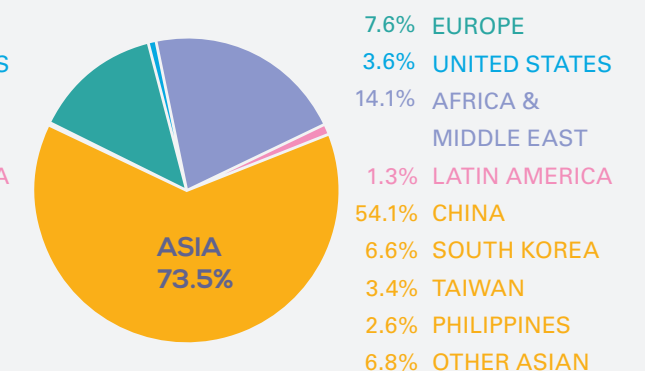
Nova Scotia



Newfoundland & Labrador



Prince Edward Island



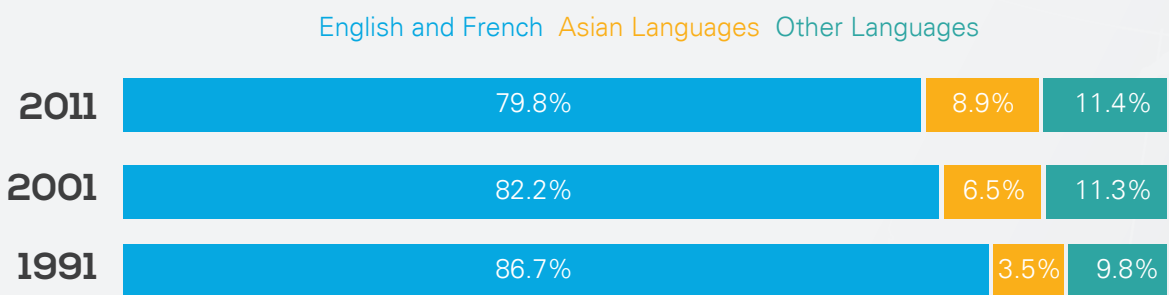
Some 8.9% of Canadians speak an Asian language as their mother tongue, while only 0.9% of Atlantic Canadians speak an Asian language as their mother tongue. English and French make up the vast majority of languages spoken at 96.1%. Of the Asian languages that are spoken, Chinese languages¹ are the most popular (42.6%), followed by Korean (13.4%) and Tagalog (10.1%).

0.9% of Atlantic Canadians speak an Asian language as their mother tongue

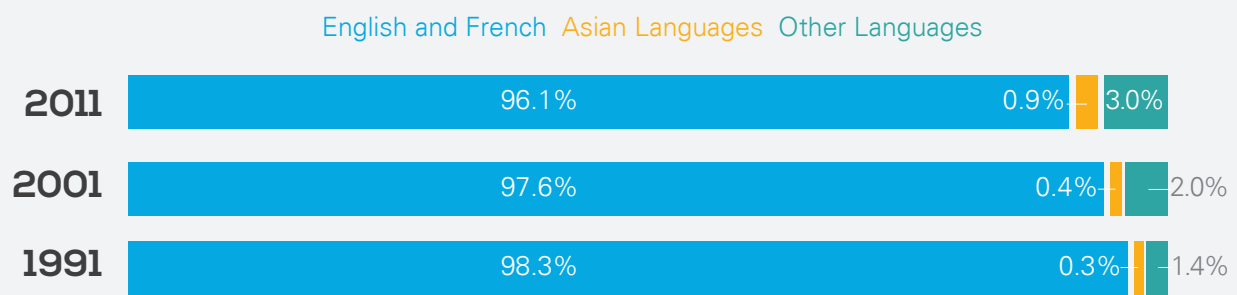
66.1% of Atlantic Canadians who speak an Asian language speak Chinese, Korean or Tagalog

198% Growth of Asian language speakers since 2000

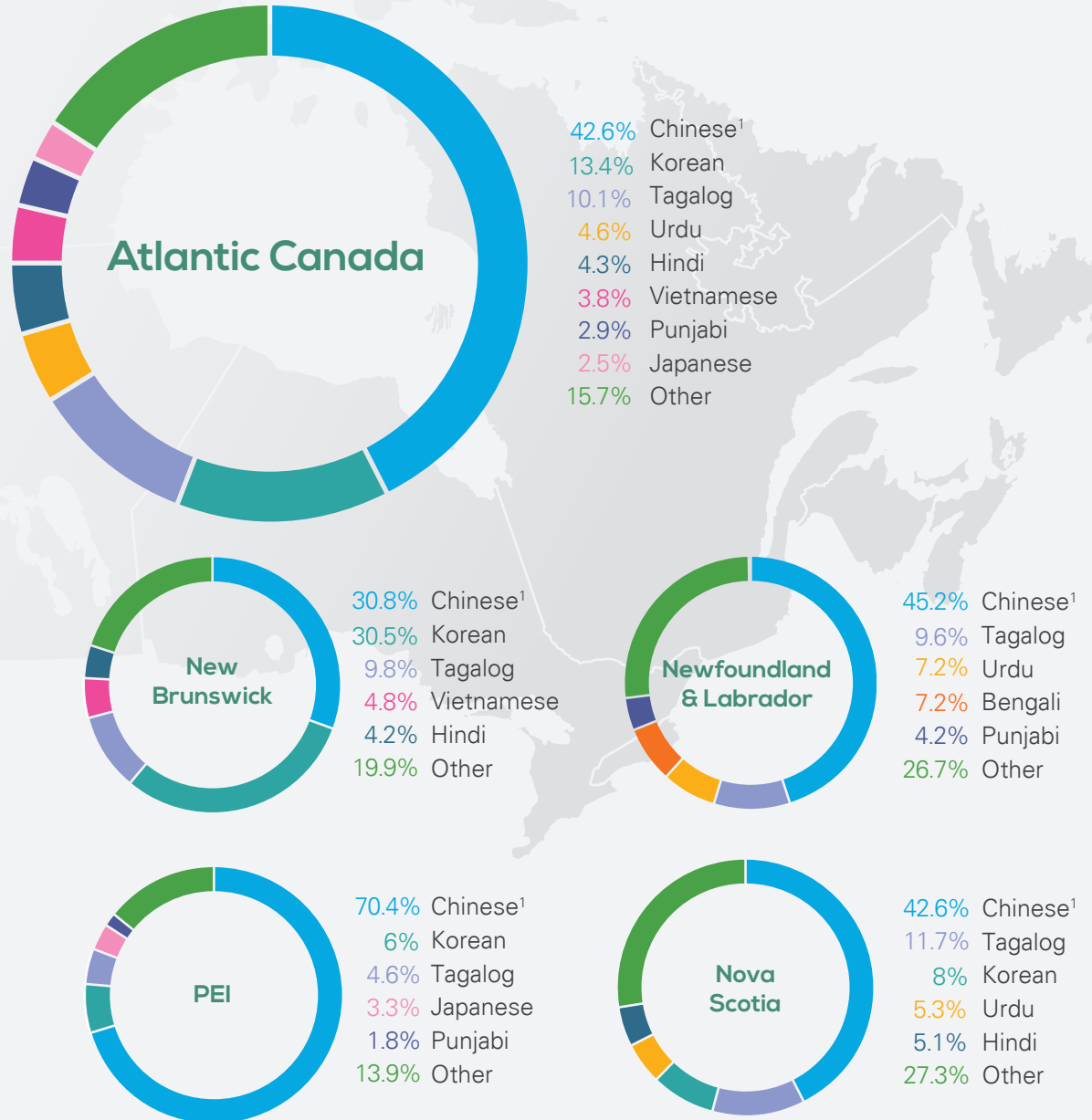
% of Languages Spoken, Canada



% of Languages Spoken, Atlantic Canada



Asian Languages Spoken, by Province

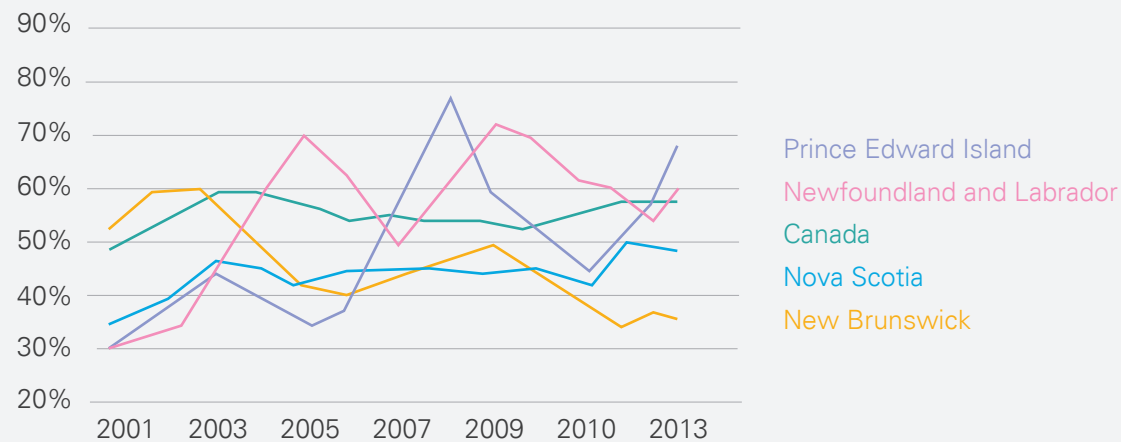


18 Source: Statistics Canada, 1991, 2001 and 2011 Census of Population
 Note: All numbers are for 2011, unless otherwise specified. Some figures may not sum to total, due to rounding
 Note 1: Chinese languages include Mandarin, Cantonese, and all dialects spoken in China

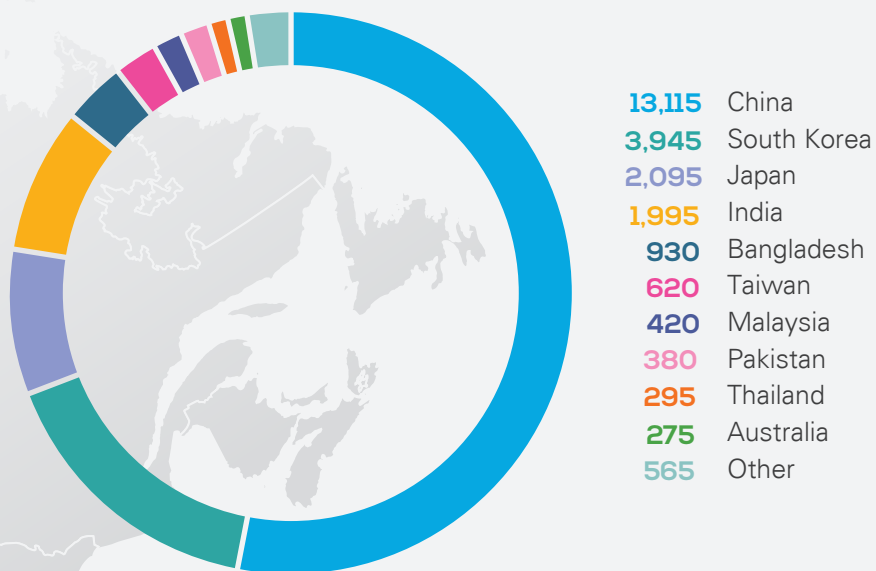


Asia represents an important source of foreign students in Atlantic Canada. Between 2000 and 2013, nearly half of all foreign students studying in the region were from Asia. Of these, 53.2% were from China. In order of preference, these students chose to study in Nova Scotia, New Brunswick, Newfoundland and Labrador, and Prince Edward Island.

% of Asian Foreign Students in Atlantic Canada, 2000-2013



Total Asian Foreign Students in Atlantic Canada, 2000-2013



46.4%

of foreign students in Atlantic Canada came from Asia (2000-2013)

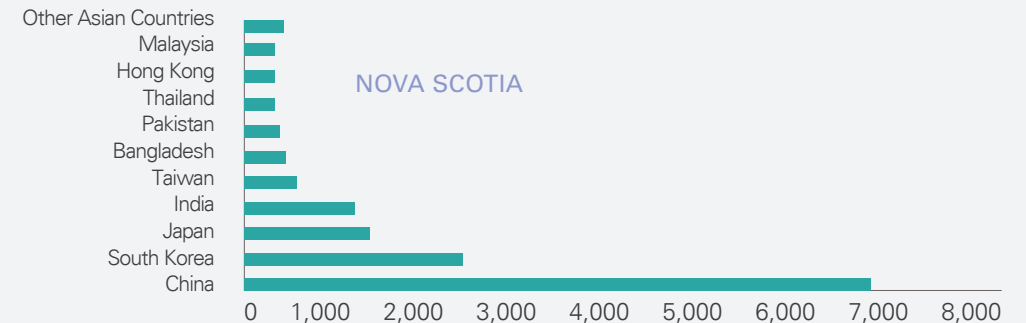
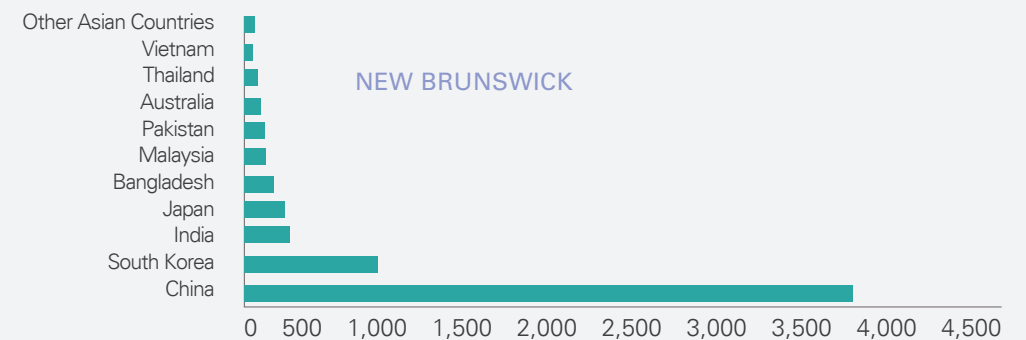
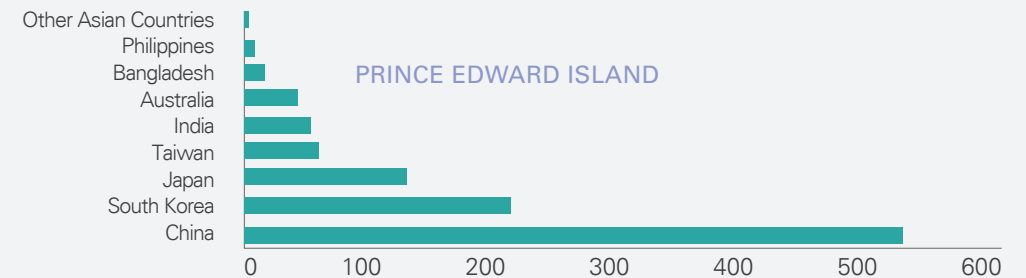
53.2%

of Asian foreign students came from China (2000-2013)

107%

Increase in the number of Asian foreign students in Atlantic Canada since 2000

Total Asian Students, by province, 2000-2013





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NOTES

Pp. 4-5: World Economic Outlook Database, October 2013 Edition, International Monetary Fund, November 1, 2013 (<http://www.imf.org/external/pubs/ft/weo/2013/02/weodata/index.aspx>); World Development Indicators, World Bank, 2013 (<http://data.worldbank.org/indicator/BM.GSR.GNFS.CD>); and Homi Kharas, The Emerging Middle Class in Developing Countries, Brookings Institution, January 2010.

Pp. 6-13: Trade Data Online, Industry Canada, 2014 (<http://www.ic.gc.ca/eic/site/tdo-dcd.nsf/eng/Home>)

Pp. 14-15: CANSIM Database, Table 427-0003 and 427-0004, Statistics Canada, March 2014 (<http://www5.statcan.gc.ca/cansim/home-accueil?lang=eng>).

Pp. 16-17: Citizenship & Immigration Canada, RDM, Q1 2014 extract.

Pp. 18-19: 2011 Census of Population, Catalogue Number 98-314-XCB2011017, Statistics Canada, September 2014 (<http://www12.statcan.gc.ca/census-recensement/index-eng.cfm>).

Pp. 20-21: Citizenship & Immigration Canada, RDM, Q1 2014 extract.



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The Asia Pacific Foundation of Canada (APF Canada) is a not-for-profit organization focused on Canada's relations with Asia. Our mission is to be Canada's catalyst for engagement with Asia and Asia's bridge to Canada.

Established by an Act of Parliament in 1984, APF Canada's thematic priorities include: promoting trade, investment, and innovation; mobilizing energy assets; building skills and competencies; and, understanding Asia now.

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