



OFFICE OF
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ECONOMIC RESEARCH ON TRADE AND GENDER

APPROACH AND RESULTS

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CANADA'S INCLUSIVE APPROACH TO TRADE

The aim is to ensure that the benefits and opportunities that flow from trade are more widely shared, including with under-represented groups such as women, SMEs, youth, LGBTQ2, visible minorities, immigrants and Indigenous peoples.



Two broad areas where Global Affairs Canada is applying an inclusive trade approach:

1. Trade policy and Free Trade Agreements
2. Trade export programs and services

➤ *Need data!*



CANADA'S GENDER LENS





DATA APPROACH TO WOMEN AS BUSINESS OWNERS

Two broad types of datasets:

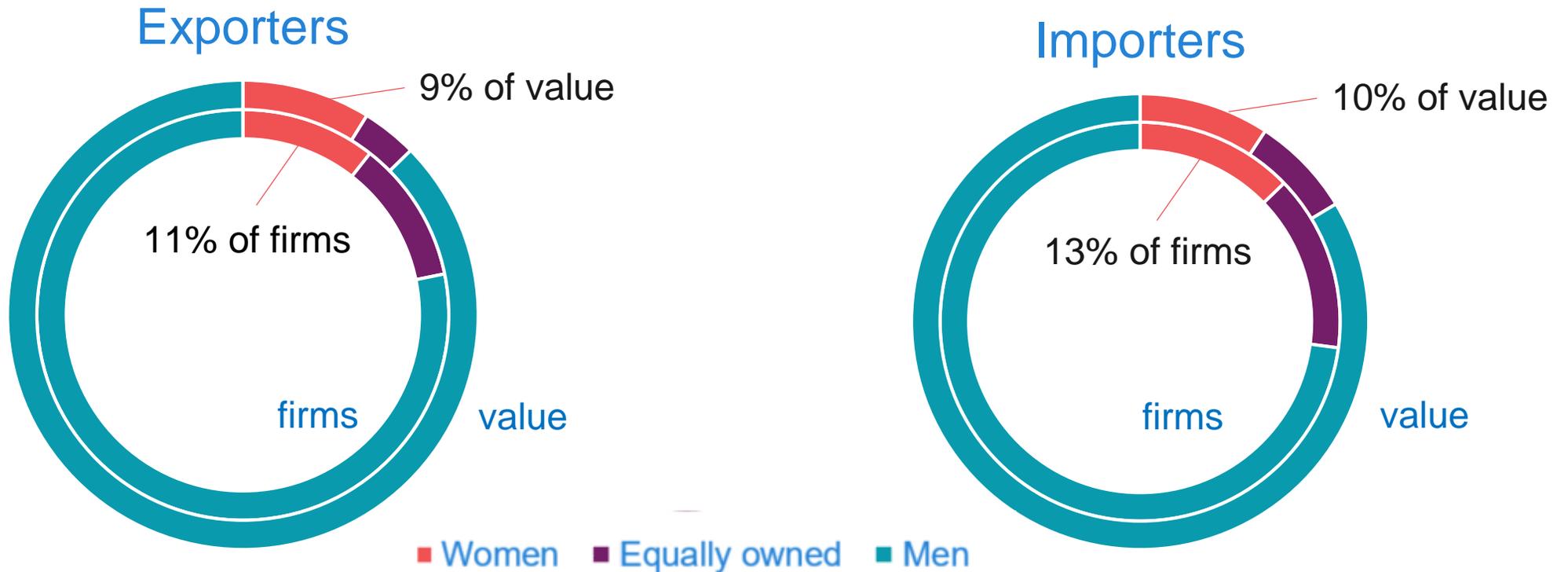
1. Administrative (e.g. tax filing, census, export registry)
 - Benefits: captures all businesses, objective hard data
 - Limitations: often goods trade only, doesn't always answer the questions we are asking
2. Surveys
 - Benefits: explores different topics, can get at policy-relevant questions
 - Limitations: sample of population, frequency, consistency over time

>> Various databases can be “linked” together to get a comprehensive story



CANADA'S WOMEN-OWNED FIRMS ARE A SMALL SHARE OF GOODS EXPORTERS/IMPORTERS WITH THE U.S.

Gender share of ownership of Canadian Controlled Private Corporations that import or export goods, by value and number of firms (%)

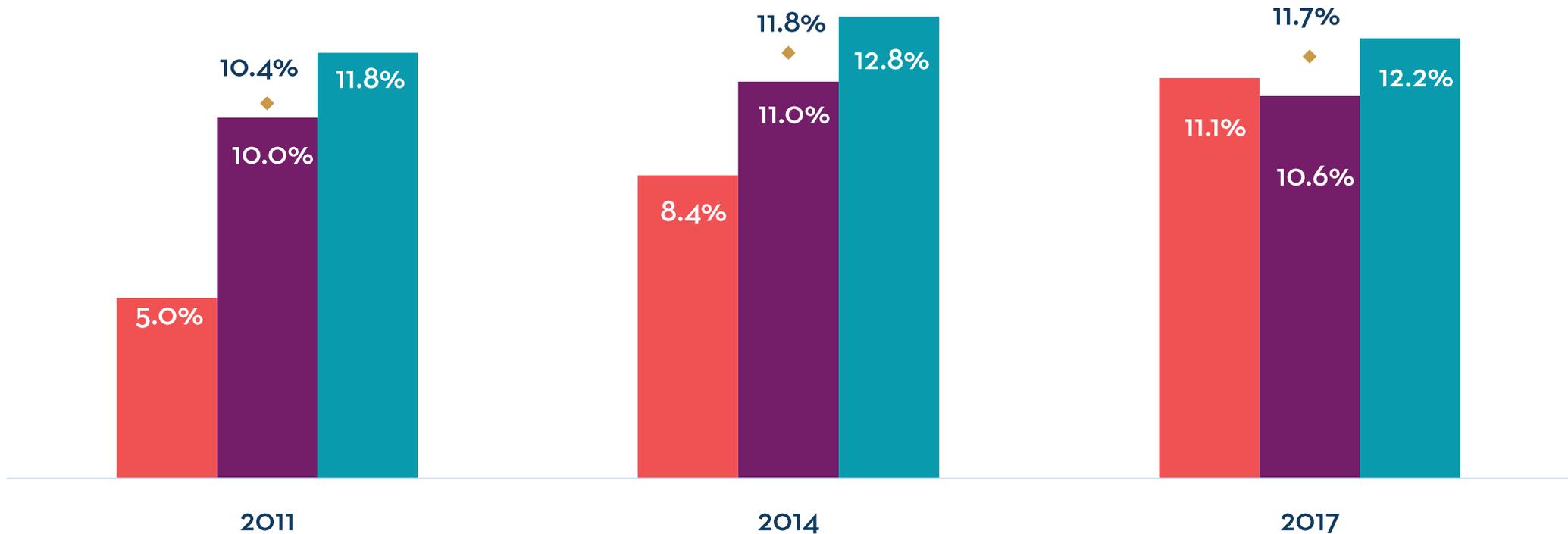




WOMEN MORE THAN DOUBLED THEIR LIKELIHOOD OF EXPORTING, NEARLY CLOSING GENDER GAP

Export likelihood of SMEs, by gender (%)

■ Women majority-owned ■ Equally owned ■ Men majority-owned ◆ All SMEs





WOMEN EXPORTERS ARE CONCENTRATED IN RETAIL, SERVICES INDUSTRIES, ARE SMALLER THAN MEN-OWNED SMES

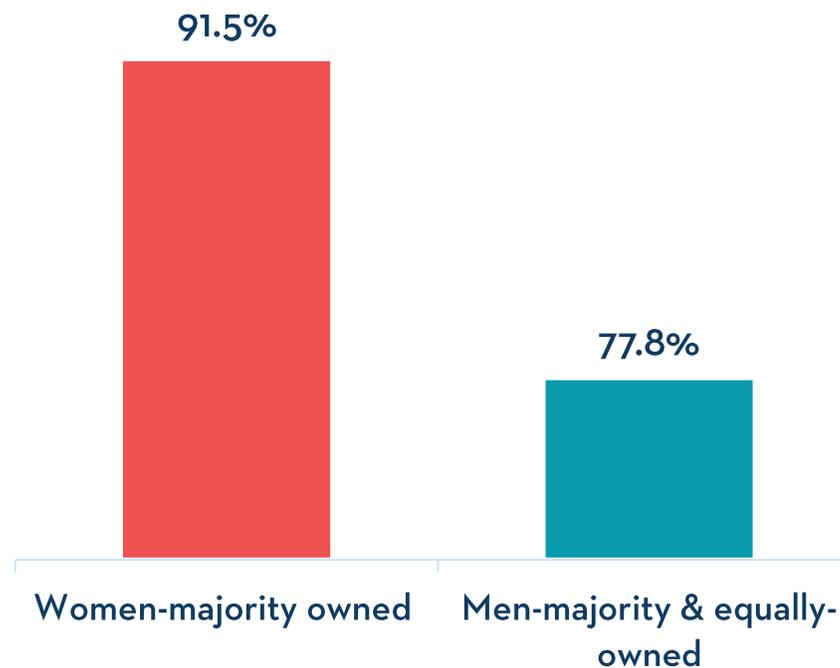
Industry shares of SME exporters in 2017, by gender of ownership (%)

■ Women majority owned ■ Men majority and equally owned

0% 5% 10% 15% 20% 25% 30% 35%



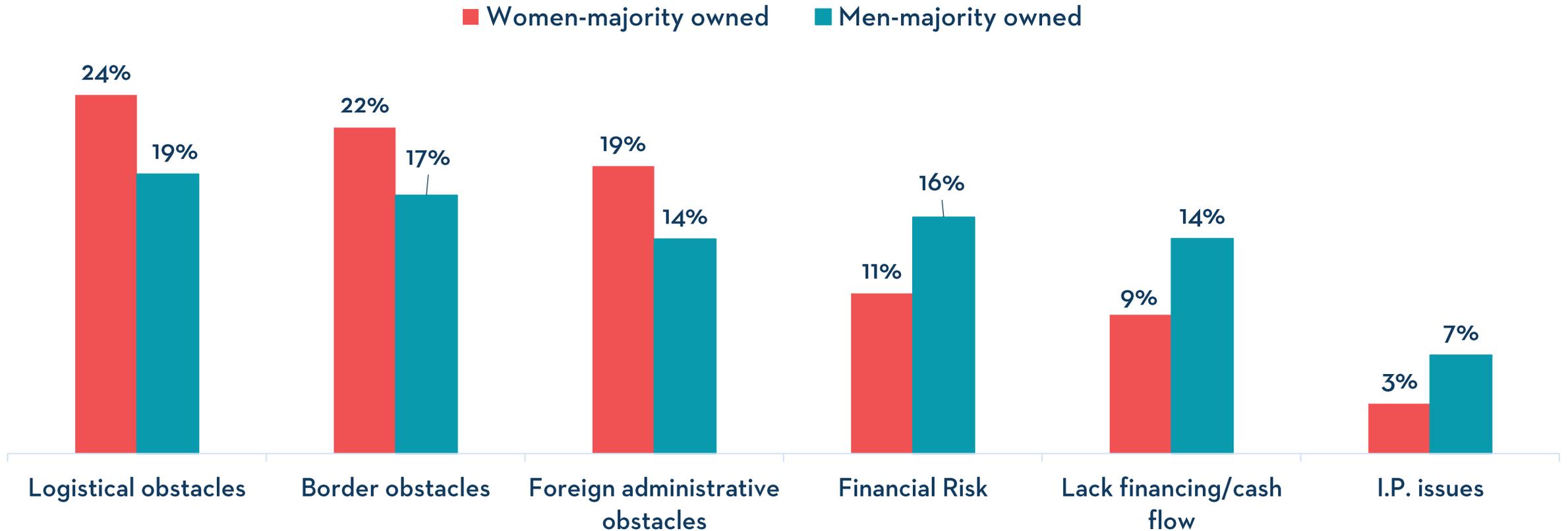
Share of SME exporters with 1-19 employees, by gender of ownership (%)





WOMEN WHO EXPORT MORE LIKELY TO CITE LOGISTICAL, BORDER AND FOREIGN ADMINISTRATIVE OBSTACLES

Share of exporters reporting obstacles as moderate or major, by gender of ownership (%)





CONCLUSION

- Data are needed to understand starting point, track progress and impact.
- With some digging, the data can be found and developed.
- Much progress has been made for women-owned SME exporters, with likelihood to export almost the same as for men-owned firms.
- But gaps remain: entrepreneurial gap, different size and industry concentrations, gender differences in obstacles.
- Ongoing research is exploring sharp rise in export likelihood (digital trade, innovation) but also to understand why women export less in terms of value (networks, trade barriers, others).