



OFFICE OF
THE CHIEF
ECONOMIST

QUANTIFYING WOMEN EXPORTERS: A CANADIAN APPROACH

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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, LGBTQ+, visible minorities and Indigenous peoples.



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

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



Need data!

DATA ON CANADIAN-CONTROLLED PRIVATE CORPORATIONS (CCPC)

Statistics Canada has a database of information from the tax filings of Canadian-Controlled Private Corporations (CCPCs):

- Developed using the Canadian Employer-Employee Dynamics Database (CEEDD)
- These data were linked to a goods exporters & importers databases (TEC/TIC)

From these linked data, Statistics Canada generated data on Canadian goods trade with every country:

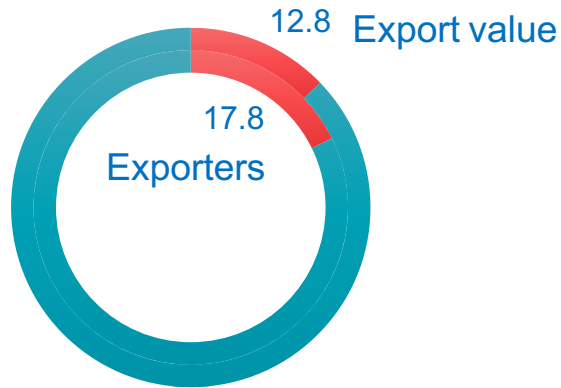


- Number of exporters/importers by gender and country
- Value of exports/imports by gender and country

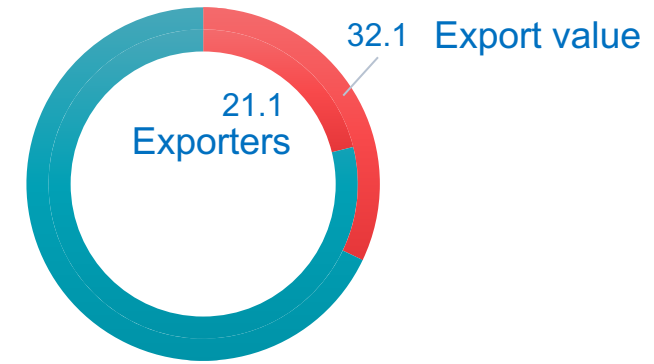


CANADIAN GOODS EXPORT SHARES FOR CCPC'S, BY GENDER (%)

Chile



Colombia

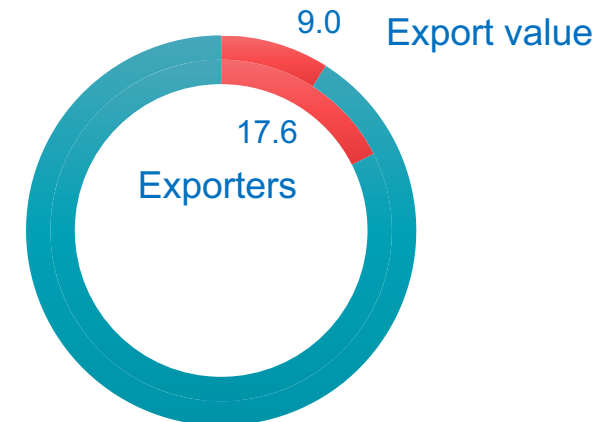


■ women and equally-owned ■ men-owned

Mexico



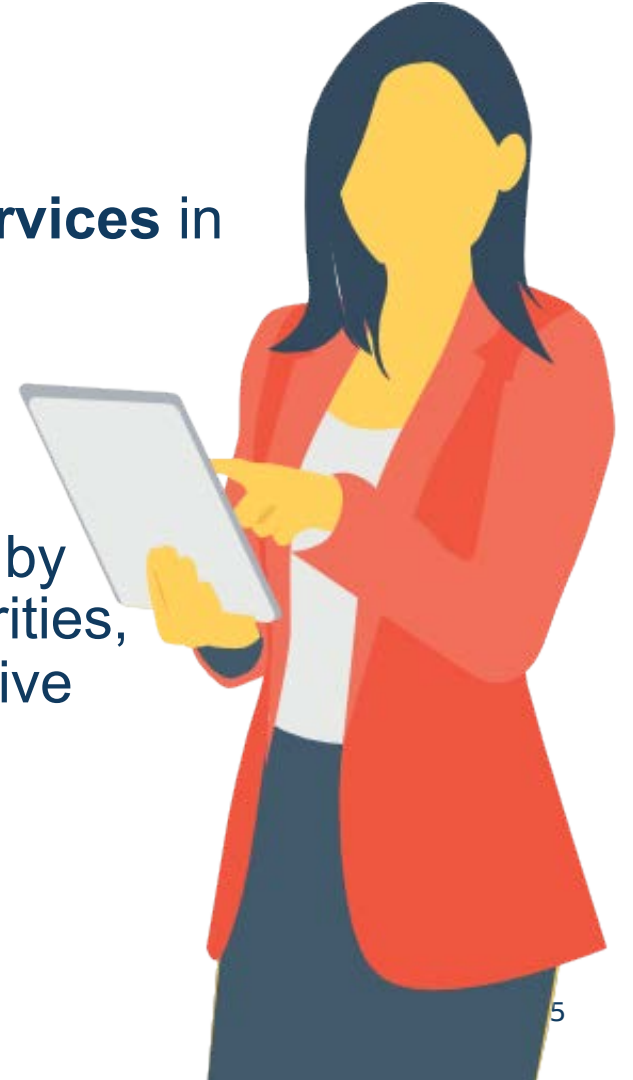
Peru





SURVEY ON FINANCING AND GROWTH OF SMALL AND MEDIUM SIZED ENTERPRISES (SFG)

- Statistics Canada conducts SFG every 3 years
- Responses from over 9,000 SMEs producing goods **and services** in Canada
- Companies have between 1-499 employees and more than \$30,000 in gross revenue
- When evaluating performance/experiences of SMEs owned by underrepresented groups (women, Indigenous, visible minorities, youth, etc.), SFG is often used because it is so comprehensive





GLOBAL AFFAIRS CANADA GENDER RESEARCH USING SFG

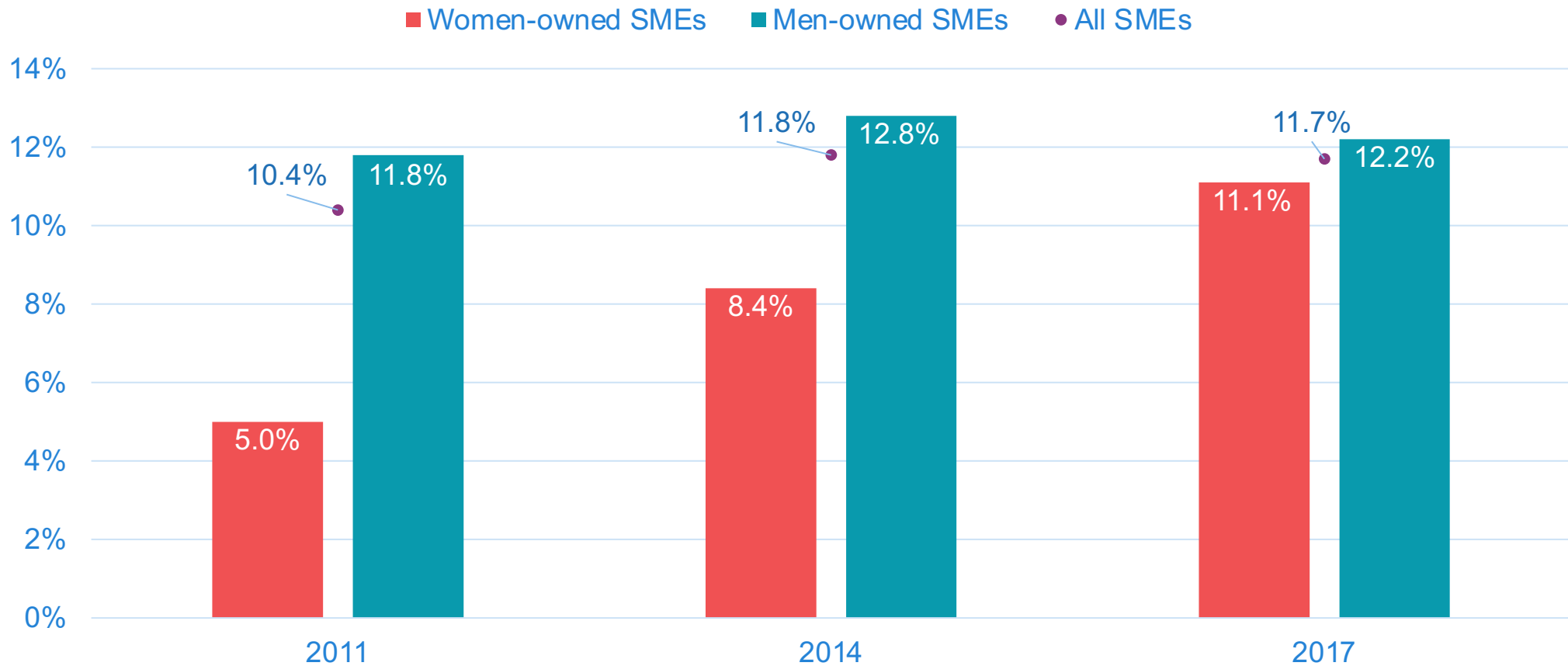
Published 2 studies, available on Office of the Chief Economist's [website](#):

1. *Women-owned exporting small and medium enterprises - Descriptive and comparative analysis* (Oct 2019)
2. *Women-Owned SMEs and Trade Barriers* (Apr 2020)

Future work:

- Empirical analysis using firm-level data from SFG.

SHARE OF WOMEN-OWNED SMES THAT EXPORT HAS RISEN SHARPLY

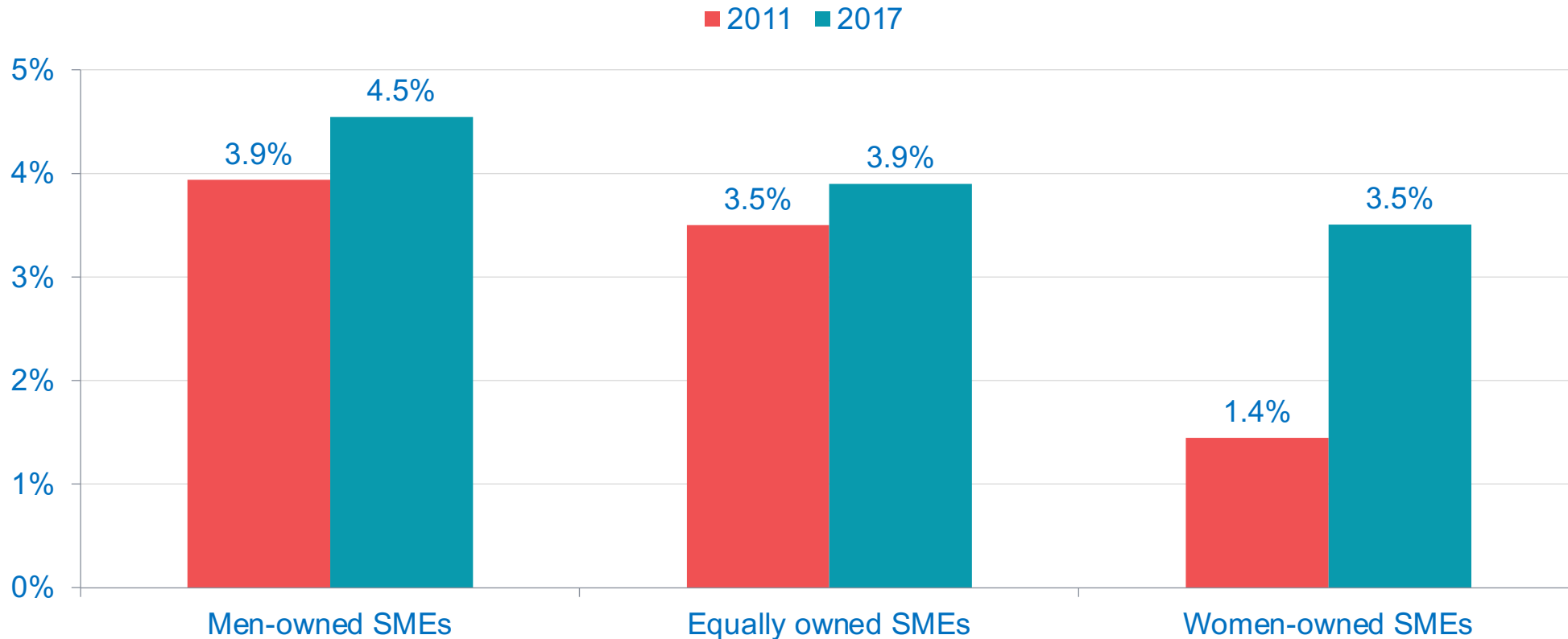


Source: Office of the Chief Economist, Global Affairs Canada. Data from Statistics Canada, Survey on Financing and Growth of Small and Medium Enterprises, 2011, 2014, 2017.



EXPORT INTENSITY HAS IMPROVED SIGNIFICANTLY, BUT A GAP REMAINS

Export intensity: % share of firms' revenue derived from exports

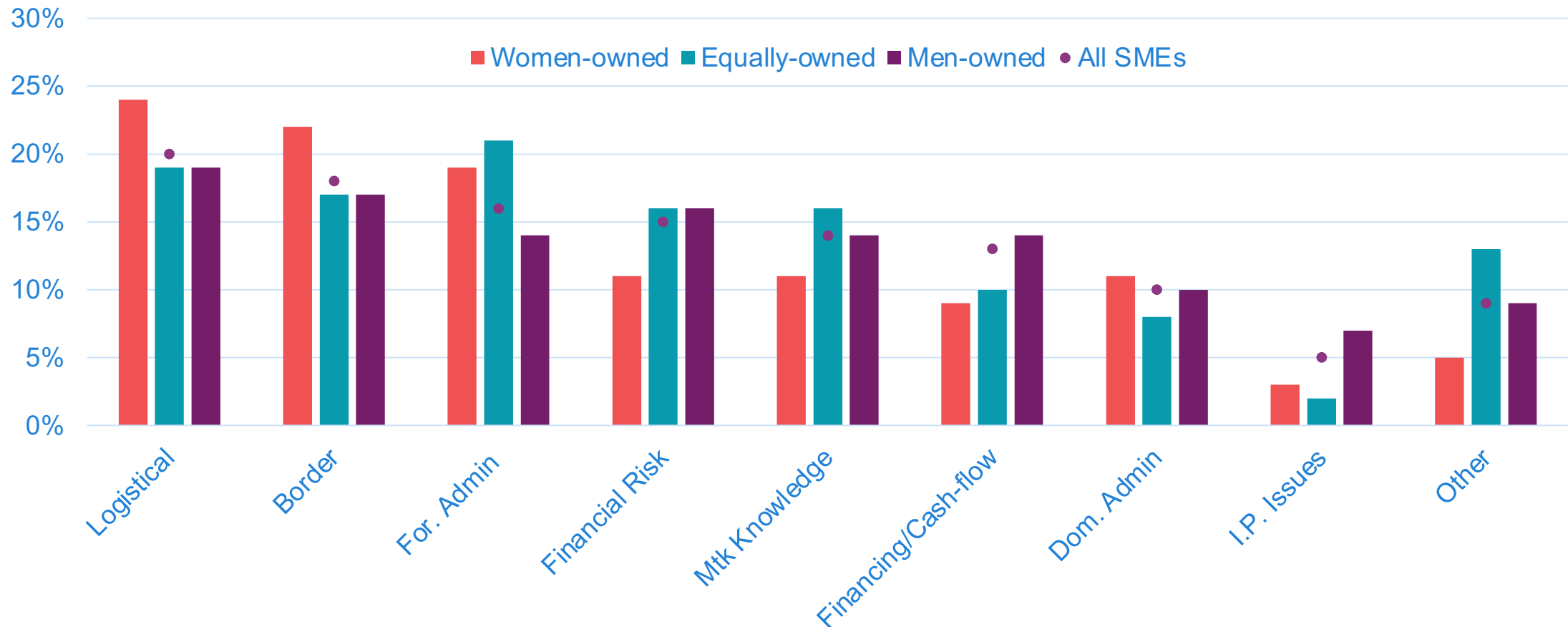


Source: Office of the Chief Economist, Global Affairs Canada. Data from Statistics Canada, Survey on Financing and Growth of Small and Medium Enterprises, 2011, 2017.



WOMEN EXPORTERS CITE LOGISTICAL, BORDER, FOREIGN ADMINISTRATION AS EXPORT OBSTACLES

% share of SMEs reporting obstacle while exporting as moderate or major





DATA—BENEFITS AND LIMITATIONS

Benefits:

- Can get a sense for shares of women-owned businesses. Conduct analysis, create reporting such as: [Trade and Gender: The Canada-Chile Story](#).

Limitations:

- Some datasets (e.g. CCPC) measure only goods trade, not services. Our past research has found that women exporters are more concentrated in services sectors than men.
- Surveys vs. all exporters.
- Confidentiality hampers some more detailed analysis.





CONCLUSION

- Goal is to ensure exporter training and services as well as trade policies are capturing and addressing experiences of under-represented groups as part of an inclusive approach to trade.
- Lack of data not the primary issue – it is there if one is creative and knows where to look.
- Bigger issue is frameworks – deciding on a data approach that will address research question, recognizing the benefits and limitations of different datasets.
- Future work: firm-level empirical work on gender gap in exporting.

