


*News Release
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Canada Suffers Drop Among Top Global Exporters of Clean Technology

Reveals Analytica Advisors' Canadian 2015 Cleantech Industry Report

May 27, 2015, Toronto – Canada's status among top global exporters of clean technology dramatically declined to 19th from 14th spot, according to an unprecedented ranking of global exporters between 2005 and 2013. This decline stands in sharp contrast to the growth of the clean technology industry, which increased employment by 9,000 jobs to 50,000 from 41,000. There are 800 clean technology companies across Canada.

This comes at a time when the global market for clean technology has doubled from \$550 billion to \$1 trillion over the same time period, according to Analytica Advisors' *2015 Canadian Clean Technology Industry Report*. The report revealed that Canada's international share of clean technology is steadily declining and Canada is the world's third greatest loser of market share since 2005 after the UK and Japan. Its market share declined by 41 percent from 2.2 percent to 1.3 percent, again, at a time when the global market doubled.

The drop in global market share, which cost Canada \$124 billion in lost export revenues over those eight years, was a lost opportunity for trade diversification.

"Governments have been unstinting in their support of R&D. Now it is imperative that they coordinate their efforts to get our promising Canadian clean technology advanced to commercialization. The absence of coordination will leave the industry facing an R&D bubble and Canada's clean tech companies vulnerable," said Céline Bak, president of Analytica Advisors Inc. Bak added that over the last 20 years, Canada has held and then lost leads in biotechnology, cable and satellite technology. She said we cannot risk doing this again with Canada's fast-growing clean technology industry.

Despite being an industry of almost \$12 billion, it has no single government ministry responsible for it, noted the report. Other industries in Canada on a par with clean technology, such as mining, wood, livestock and processed food have strong macro-economic reporting and have long-term strategies to support their growth.

Bak said the US is moving towards a more coordinated approach to its clean technology industry and other countries, including China, South Korea, Germany and Mexico who are all among the world's top 10 global exporters, already have well developed public-private structures to grow their clean industries.

Marie-Hélène Labrie, Senior Vice President Government Affairs and Communications at Enerkem, a waste to biofuel and chemical producer, said this report is sobering news that provides policy makers with clear evidence of the strategic importance of this sector for the Canadian economy.

“Canada’s federal and provincial governments need to ensure that their investments in cleantech innovation are done coherently and scaled up into economic gains for the country,” said Labrie.

The report revealed the US, Europe and China are the top three countries for Canada’s clean technology exports, and that for the second year in a row, China remains the third priority country, up from eighth place in 2013.

“There is an opportunity for Canada to learn from countries that have grown their global market share. We must find a balance to the economy versus the environment debate,” said Karen Hamberg, Vice President Strategy at Westport, which produces low emission natural gas vehicle and engine technology.

About Analytica Advisors

Analytica Advisors is an Ottawa-based company that monitors and reports on Canada’s expanding clean technology sector through thought-leadership in evidence-based research. It is focused on strengthening the global and domestic success of the Canadian clean technology industry and innovation-based companies that are core to the industry.

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