THE CLEAN TECHNOLOGY MARKET ENTRY GUIDE

A Practical Guide to the Canadian Clean Technology Market for European Union Companies

Supporting EU businesses in Canada
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<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>AAFC</td>
<td>Department of Agricultural and Agri-Food Canada</td>
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<tr>
<td>AFCC</td>
<td>Automotive Fuel Cell Cooperation</td>
</tr>
<tr>
<td>ARD</td>
<td>Applied Research and Development Grants</td>
</tr>
<tr>
<td>BCIP</td>
<td>Build in Canada Innovation Program</td>
</tr>
<tr>
<td>BDC</td>
<td>Business Development Bank of Canada</td>
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<tr>
<td>BESC</td>
<td>Breakthrough Energy Solutions Canada</td>
</tr>
<tr>
<td>BNQ</td>
<td>Bureau de Normalisation du Québec (Bureau of Standardization of Québec)</td>
</tr>
<tr>
<td>CASPP</td>
<td>Canadian Agricultural Strategic Priorities Program</td>
</tr>
<tr>
<td>CETT</td>
<td>College Centre for Technology Transfer (Québec)</td>
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<tr>
<td>CDIA</td>
<td>Canadian Direct Investment Abroad</td>
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<tr>
<td>CETA</td>
<td>Comprehensive Economic and Trade Agreement</td>
</tr>
<tr>
<td>CGSB</td>
<td>Canadian General Standards Board</td>
</tr>
<tr>
<td>CIPO</td>
<td>Canadian Intellectual Property Office</td>
</tr>
<tr>
<td>CLT</td>
<td>Liaison and Transfer Centre (Québec)</td>
</tr>
<tr>
<td>CPTPP</td>
<td>Comprehensive and Progressive Agreement for Trans-Pacific Partnership</td>
</tr>
<tr>
<td>CSA</td>
<td>Canadian Standards Association</td>
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<tr>
<td>CUSMA</td>
<td>Canada-United States-Mexico Agreement</td>
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<td>ECO</td>
<td>Environmental Careers Organisation of Canada</td>
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<tr>
<td>ECT</td>
<td>Environmental and Clean Technology</td>
</tr>
<tr>
<td>EDC</td>
<td>Export Development Canada</td>
</tr>
<tr>
<td>EU</td>
<td>European Union</td>
</tr>
<tr>
<td>EUCAN</td>
<td>European Union Chamber of Commerce in Canada</td>
</tr>
<tr>
<td>EV</td>
<td>Electric Vehicle</td>
</tr>
<tr>
<td>EVID</td>
<td>Electric Vehicle Infrastructure Demonstration</td>
</tr>
<tr>
<td>EYC</td>
<td>Environmental Youth Corps</td>
</tr>
<tr>
<td>FDI</td>
<td>Foreign Direct Investment</td>
</tr>
<tr>
<td>FEED</td>
<td>Front-End Engineering Design</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>GHG</td>
<td>Greenhouse Gas</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
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<tr>
<td>IP</td>
<td>Intellectual Property</td>
</tr>
<tr>
<td>IRAP</td>
<td>Industrial Research Assistance Program</td>
</tr>
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<td>IT</td>
<td>Information Technology</td>
</tr>
<tr>
<td>LCEF</td>
<td>Low Carbon Economy Fund</td>
</tr>
<tr>
<td>MESI</td>
<td>Le Ministère de l’Économie, de la Science et de l’Innovation, Québec (Ministry of Economy, Science and Innovation, Québec)</td>
</tr>
<tr>
<td>MW</td>
<td>Megawatt</td>
</tr>
<tr>
<td>NAFTA</td>
<td>North American Free Trade Agreement</td>
</tr>
<tr>
<td>NRC</td>
<td>The National Research Council of Canada</td>
</tr>
<tr>
<td>NRC IRAP</td>
<td>The National Research Council of Canada Industrial Research Assistance Program</td>
</tr>
<tr>
<td>NSERC</td>
<td>The National Sciences and Engineering Research Council of Canada</td>
</tr>
<tr>
<td>OETF</td>
<td>Ontario Emerging Technologies Fund</td>
</tr>
<tr>
<td>O&amp;M</td>
<td>Operations and Maintenance</td>
</tr>
<tr>
<td>PE</td>
<td>Private Equity</td>
</tr>
<tr>
<td>PME</td>
<td>Petite et Moyenne Entreprise (French equivalent of SME)</td>
</tr>
<tr>
<td>PSVT</td>
<td>Programme de Soutien à la Valorisation et au Transfert, Québec (Support Program for Valorisation and Transfer, Québec)</td>
</tr>
<tr>
<td>P/T</td>
<td>Provincial/Territorial</td>
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<tr>
<td>PV</td>
<td>Photovoltaic</td>
</tr>
<tr>
<td>QEDP</td>
<td>Québec Economic Development Program</td>
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<tr>
<td>R&amp;D</td>
<td>Research and Development</td>
</tr>
<tr>
<td>RD&amp;D</td>
<td>Research, Development and Demonstration</td>
</tr>
<tr>
<td>SCC</td>
<td>The Standards Council of Canada</td>
</tr>
<tr>
<td>SDTC</td>
<td>Sustainable Development Technology Program Canada</td>
</tr>
<tr>
<td>SIF</td>
<td>The Strategic Innovation Fund</td>
</tr>
<tr>
<td>SME</td>
<td>Small and Medium Enterprise</td>
</tr>
<tr>
<td>SR&amp;ED</td>
<td>Scientific Research and Experimental Development</td>
</tr>
<tr>
<td>STEM</td>
<td>Science, Technology, Engineering, Mathematics</td>
</tr>
<tr>
<td>TEQ</td>
<td>Technoclimat, Transition Énergétique Québec</td>
</tr>
<tr>
<td>TSX</td>
<td>Toronto Stock Exchange</td>
</tr>
<tr>
<td>ULC</td>
<td>Underwriters Laboratories of Canada</td>
</tr>
<tr>
<td>VC</td>
<td>Venture Capital</td>
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</tbody>
</table>
Many studies have accorded Canada as one of the most attractive investment locations and best places to do business in the world.

Canada is the only G7 country that offers businesses preferential market access to over 1.5 billion consumers in 51 countries. As such, the country continues to receive attention from foreign companies looking to export, invest, or develop innovation and R&D partnerships or current investors to expand their operations in Canada.

Many European Union (EU) countries are already conducting business in Canada’s clean technology (“cleantech”) industry, either as investors or as exporters. The Comprehensive Economic and Trade Agreement (CETA) serves to offer new opportunities for EU companies across many cleantech sectors and sub-sectors.

As Canada strives to fulfil its obligations under the Paris Agreement, the 2017 federal budget outlined plans to double the investments in clean energy innovation by 2020, with €1.52 billion ($2.3 billion) earmarked to support cleantech R&D, commercialisation and adoption.

In response to COVID, the Government of Canada will devote more than €1.29 billion ($2 billion) to create and protect jobs and important environmental benefits. This funding is expected to retain and create approximately 10,000 well-paying jobs in Canada’s energy sector. The government will also make available new tailored credit solutions for small and medium-sized companies in the energy sector under the Business Credit Availability Program (BCAP).

For more information, see the Government of Canada’s news release of April 17, 2020.

Given robust government support for cleantech to help resolve some of the country’s pressing climate change issues, the business case for cleantech solutions in Canada is compelling. EU companies first need to identify the right opportunities, the advantages, and preferential access offered through free trade agreements like CETA, North American Free Trade Agreement (NAFTA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), while understanding the challenges they may face.

Now is the right time for EU companies with specialist clean technology solutions to do business in Canada.

The Clean Technology Market Entry Guide for Canada serves as a practical guide to the Canadian market for EU companies considering Canada as part of their international growth strategy. This publication is designed to help guide EU businesses explore the Canadian clean technologies sector in the context of CETA as part of the Market Access Support for EU Business in Canada in the CETA Context (EuropeAid/DH/SER/137-941).

Note: In this report, we use the term “cleantech” to refer to a range of products and services that are sometimes also known as “green technologies” or “environmental technologies.” What they share in common is that they are versatile and adaptive and have the capacity to reduce negative impact on the environment. This family of technologies can include renewable energy technology, energy efficiency, energy storage, transportation, clean air technologies, recycling technologies, clean water technologies, and clean agriculture technologies. This report sheds light on a complex sector and business environment and provides companies insights into where they might find the most suitable opportunities. All dollar figures are cited in Canadian dollars, unless otherwise noted. All euros figures have been converted from Canadian dollars using InforEuro exchange rate system on June 2020.
**1. GENERAL INTRODUCTION**

**What is clean technology?**

Clean technology is broadly defined as any process, product, or service that reduces negative environmental impacts: through environmental protection activities, through the sustainable use of natural resources, or through the use of goods that have been specifically modified or adapted to be significantly less energy- or resource-intensive than the industry standard.

Clean technology and the energy sector overlap with certain technologies, including renewable / non-emitting energy technologies like solar, wind, hydro, wave, tidal, geothermal, biofuels, biomass, nuclear, carbon capture and storage, transmission technologies like smart grids and energy storage, and energy efficiency technologies like green buildings and cogeneration.

The most common applications are found in manufacturing, mining, oil & gas, transportation, power generation, water, agriculture, recycling and other energy efficiency activities.

A company that invents, builds, assembles or services a technology – be it hardware/equipment, software/information technology (IT) or a consulting service – that protects the environment, efficiently uses natural resources, or saves energy or natural resources is considered part of the clean technology sector.

**Figure 1. Clean Energy Technologies. The convergence of the energy sector and clean technology.**

**Description of the benefits of CETA for EU companies**

In September 2017, CETA came into provisional effect. Because it covers not only trade in goods and services but also investment flows and the movement of people, CETA offers EU firms more and better business opportunities in Canada, supports jobs in Europe, and protects consumers and the environment.

If your company is already operating in North America, CETA may help you expand your business in Canada. If you haven’t yet diversified into North America but would like to do so, CETA can make it considerably easier for you to enter the Canadian market.
CETA provides the following key benefits:

- **Lower customs duties** – CETA, once fully implemented, will give EU companies duty-free access across 98% of all tariff lines. In addition, the CETA streamlined ‘rules of origin’ provisions as well as commitments to implement automated border procedures will further reduce the cost of doing business.

- **Transparent and effective investment protection** – CETA provides EU companies favourable treatment equal to domestic investors, along with predictability and transparency of the investment climate. The CETA dispute settlement mechanism provides recourse for breach of investment protections.

- **Opportunities for service providers** – EU service providers are also provided the same favourable terms as service providers from Canada. In addition, CETA’s provision for easier transfers of company staff and other professionals between the EU and Canada and mutual recognition of professional qualifications will lower the cost for EU service providers.

- **Better access to Canadian public procurement** – CETA provides EU companies improved access to Canada’s public procurement tenders. Under CETA, EU companies now have better or new access to procurement contracts for Goods, Service and Construction Services across all three levels of government. For more information see the Public Procurement Guide available here.

- **Lower cost related to non-tariffs barriers** – CETA provides frameworks for recognition of EU regulations and standards in Canada as well as for alignment of rules in areas like patents, design, and copyright.

### Highlight of Canada’s Cleantech and Innovation Strategy, and what it means for EU companies in the context of CETA

Canada is one of the fastest growing markets for clean energy and clean technologies. According to Canada's Department of Environment and Climate Change, Canada's clean energy sector has 20 times as much wind energy capacity and 125 times as much solar electricity capacity as it did a decade ago.

The Government of Canada recognises that clean, innovative technologies are central to successfully addressing climate change and to growing a clean global economy. To this end, Canada is strengthening efforts to support clean growth and innovation through the Pan-Canadian Framework on Clean Growth and Climate Change (“Pan-Canadian Framework”) adopted in 2016. The Pan-Canadian Framework promotes a cleaner and greener economy, with strong commitments to support clean growth and innovation by making Canada a leader in the development and deployment of ‘breakthrough’ clean technologies. It aims to:

- Position Canadian clean technologies for success around the world through skills development and training;
- Support the adoption of clean technologies through government purchasing by working with northern, remote, and Indigenous communities, and by reducing regulatory barriers; and
- Improve Canadians’ access to information on clean technology activities in Canada.

Government funding is crucial for fundamental research in renewable technology. Canada’s commitment to support the development of renewable energy comes at a time when the U.S. administration is reducing the federal budget for environmental research, including a proposal to cut 70 percent or €1.06 billion ($1.6 billion) from the Office of Energy Efficiency and Renewable Energy budget as part of the fiscal 2020 budget.

The U.S. government's retreat from the Paris Agreement on climate change and clean energy commitments leaves a global leadership vacuum. As renewable energy deployment continues to rise around the world, the alignment of Canada's capabilities and incentives to invest in the sector, positions the country in an even greater leading role for the sector's future, opening new opportunities for business and cooperation with the European Union.

Canada's 2017 federal budget made historic investments valued at over €1.52 billion ($2.3 billion) to support clean technology and clean growth. The clean technology initiatives were aimed mostly towards clean technology developers and producers.

Budget 2018 had a few additional initiatives to support clean energy and Budget 2019 was focused on supporting a clean economy. The federal budget in 2019 proposed to spend €85.78 million ($130 million) over five years to install new recharging and refueling stations for electric and hydrogen fuel cell vehicles in remote locations, workplaces, public parking spots and commercial and residential buildings. The government also budgeted €197.95 million ($300 million) over three years to create an incentive of up to €3,299 ($5,000) for the purchase of electric or hydrogen fuel cell vehicles with a retail price of less than €29,693 ($45,000).

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The following funding and programmes offer unique opportunities for EU companies to enter or expand in the Canadian market:

- **Clean Technology**: €1.45 billion ($2.2 billion) supports the development of clean technologies for sustainable development and for natural resource sectors; it also includes nearly €659.85 million ($1 billion) in financing dedicated to clean technology firms.

- **The Low Carbon Economy Fund**: €1.32 billion ($2 billion) supports new provincial and territorial actions to reduce emissions by 2030.

- **Green Infrastructure**: €14.58 billion ($22.1 billion) supports projects including for electricity transmission and grids, renewable energy, electric vehicle charging and natural gas and hydrogen refueling stations, new building codes, reducing reliance on diesel in Indigenous, northern and remote communities, and disaster mitigation and adaptation.

- **€65.98 million ($100 million)** for the Clean Resource Innovation facilities, government bodies, academic institutions and financiers dedicated to enhancing innovation in the Canadian oil and gas sector and reducing the industry’s environmental footprint. The money is intended to support the development and commercialisation of cleaner technology in the oil and gas industry.

In addition, to help clean technology firms grow and expand, Canada’s Innovation and Skills Plan includes investments of nearly €923.78 million ($1.4 billion) in new financing on a cash basis. Funding is being allocated through the Business Development Bank of Canada and Export Development Canada as follows:

- €252.72 million ($383 million) in equity financing to support clean technology producers
- €379.41 million ($575 million) in working capital to support clean technology producers
- €230.95 million ($350 million) in additional project finance for clean technology producers
- €265.92 million ($403 million) committed by Budget 2017 to recapitalise Sustainable Development Technology Canada’s Sustainable Development Tech Fund, which supports the development and demonstration of early-stage clean technology projects.

This is in addition to broader innovation measures, including better supporting growing companies through government procurement. Foreign investment in clean technology is on the rise, and Canada’s commitment to clean technology growth and adoption makes Canada a hotbed of clean technology potential.

**How to strengthen EU business operators’ position in the Canadian market?**

There are many opportunities for EU exporters and investors across the Canadian economy. The following section examines the cleantech industry in which EU companies may find attractive business and R&D opportunities.

Under CETA, EU exporters of cleantech products and services can take advantage of opportunities created from the agreement over competitors based in countries that do not yet have a preferential trade agreement in force with Canada. The agreement eliminates all Canadian tariffs on EU cleantech products and gives EU firms access to regional and municipal procurement.

In this regard, foreign businesses have a meaningful operation in the territory of Canada. For example, a Canadian-based manufacturing facility or a Canadian office where services are performed can take advantage of benefits under CETA. A business does not have to be Canadian-owned or controlled, in order to be entitled to the benefits of CETA.

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2. OVERVIEW OF THE CANADIAN CLEANTECH MARKET

What is the size of the market?

In Canada, between 2013 and 2017, €9.03 billion ($13.7 billion) were spent on wind energy technology, €3.96 billion ($6 billion) on solar energy technology, €0.66 billion ($1 billion) on small hydro energy technology, €0.39 billion ($0.6 billion) on biomass and waste energy technology and €0.59 billion ($0.9 billion) on biofuels technology.

![Figure 2. Investment in Renewable Energy by Technology in Canada, 2013-2017.](image)

In 2017, activities in Canada’s environmental and clean technology accounted for €40.91 billion ($62 billion) of GDP, which represents 3% of total GDP. A total of 282,000 jobs were created in 2017 for the activities in environmental and clean technology, representing 1.5% of jobs in the Canadian economy.\(^4\)

The contribution of environmental goods and services in the Canadian economy is reported in Statistics Canada’s environmental and clean technology (ECT) products economic account measures. This includes products such as clean energy, clean electricity, waste management, environmental and clean technology product manufacturing, and other technical services.

While clean technologies are an important contributor to the Canadian domestic market, accessing international (and larger) markets is crucial for Canadian clean technology companies. In 2018 Canadian exports of clean technologies, clean energy and environmental goods and services were valued at €8.84 billion ($13.4 billion). See Table 1. Key exports include renewable power generation, industrial process improvement, and water/wastewater technology.

Table 1. The economic contribution of environmental and clean technology to Canada’s economy in 2017 and 2018.

<table>
<thead>
<tr>
<th>EXPORTS FROM CANADA TO</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED STATES</td>
<td>9,376,553,124</td>
<td>9,641,041,968</td>
</tr>
<tr>
<td>EUROPE</td>
<td>1,471,623,077</td>
<td>1,730,507,114</td>
</tr>
<tr>
<td>ASIA</td>
<td>1,205,697,053</td>
<td>1,227,271,132</td>
</tr>
<tr>
<td>CENTRAL AMERICA</td>
<td>106,478,850</td>
<td>108,534,000</td>
</tr>
<tr>
<td>MIDDLE EAST</td>
<td>82,291,199</td>
<td>99,053,482</td>
</tr>
<tr>
<td>SOUTH AMERICA</td>
<td>72,485,801</td>
<td>124,227,579</td>
</tr>
<tr>
<td>AFRICA</td>
<td>65,383,518</td>
<td>348,338,816</td>
</tr>
<tr>
<td>OTHER</td>
<td>135,448,989</td>
<td>2,953,542</td>
</tr>
</tbody>
</table>

\(^4\) The data has been extracted from Statistics Canada.
Key players in the market

The cleantech industry currently consists of about 850 companies in Canada. Major players in the Canadian cleantech ecosystem include a broad mix of private, public and not-for-profit organisations.

12 Canadian companies were named in the prestigious 2019 Global Cleantech 100, an annual guide to the world's top 100 companies in sustainable technology innovation.

The Toronto Stock Exchange (TSX) and TSX-Venture exchanges list 83 companies in the cleantech sector, with a total market capitalisation of €28.24 billion ($42.8 billion). 72 of those companies are headquartered in Canada, with a total market cap of €24.94 billion ($37.8 billion) (as of April 30, 2019).

This includes companies whose operations fall under:

- Energy Efficiency
- Low Impact Material and Products
- Renewable Energy Equipment Manufacturing and Technology
- Renewable Energy Production and Distribution
- Waste Reduction and Water Management
Government support for clean technology in Canada

There are a myriad of programmes and services available in Canada, at the federal, provincial and territorial level.

Support is currently delivered through the following bodies:

- The Clean Growth Hub provides a single point of contact for clean technology users and producers, helping stakeholders to access over €1.51 billion ($2.3 billion) in funding dedicated to clean technology, as well as other existing Government of Canada funding. The Clean Growth Hub is a new service model that provides access to representatives of a number of federal departments and agencies with policies or programmes that support clean technology. Most are co-located together in Ottawa (or participate virtually) but serve all of Canada.

- Sustainable Development Technology Canada (SDTC) is a foundation created by the Government of Canada to support Canadian companies with the potential to become world leaders in their efforts to develop and demonstrate new environmental technologies that address climate change, clean air, clean water, and clean soil. SDTC supports late-stage development and pre-commercial demonstration of clean technology solutions. Since its launch in 2001, SDTC has invested €612.34 million ($928 million) in 320 clean technology projects and leveraged more than €1.62 billion ($2.45 billion) from other project partners. This includes supporting EU companies like Germany’s Daimler AG that is developing fuel cell modules for automotive applications.

- Federal Crown corporations and agencies, including Business Development Canada (BDC) and Export Development Canada (EDC), offer financial support for companies at the stages of commercial deployment through to export development.

- The Venture Capital Action Plan and the Industrial, Clean and Energy Technology Venture Fund, administered by BDC, provide federal support for venture capital. Provinces and territories also provide support through mechanisms such as Crown corporations and investment tax credits.

Canada delivers much of its direct R&D support to business through the National Research Council’s Industrial Research Assistance Program (IRAP), SDTC and Natural Resources Canada (NRCan), as well as industry consortia and cross-sector collaborative research networks under the National Centres of Excellence. Non-financial R&D government support provided by unique facilities and expertise of federal and provincial research organisations and laboratories are important, as these are not cost-effective for the private sector to create and maintain.

- NRC IRAP is a Canadian government funding programme designed to support innovative clean tech projects. The IRAP concierge service provides SMEs with a free, single access point for information on funding, expertise, facilities and global opportunities.

- The CanmetENERGY facility, Canada’s leading research and technology organisation in the field of clean energy.

- The National Sciences and Engineering Research Council (NSERC).

- Agriculture and Agri-food Canada, supports clean technology research, development and demonstration and the adoption of clean technology in Canada’s natural resources sectors

- NRCan, works to support the acceleration and advancement of energy efficiencies.

- Environment and Climate Change Canada, environmental science research leader that helps protect and conserve air, water, wildlife and spaces.

How are European and foreign companies doing in the Canadian market?

European and American companies have enjoyed positive growth and success doing business in Canada’s cleantech industry.

According to Statistics Canada, ECT exports of merchandise (of which clean energy, manufactured products and waste and scrap is included) from Europe to Canada totalled almost €0.98 billion ($1.5 billion) in 2018, with ECT exports of services adding an additional €185.42 million ($281 million), in 2018. The main contributing exports from Europe were turbines and turbine generator set units of €157.04 million ($238 million) followed by electric motors and generators at €154.40 million ($234 million).
Table 2. Statistics Canada, ECT export of services, 2018.

<table>
<thead>
<tr>
<th>ECT SERVICE EXPORTS FROM EUROPE TO CANADA</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>PATENTS &amp; INDUSTRIAL DESIGN (ROYALTIES)</td>
<td>69,523,150</td>
<td>69,398,650</td>
</tr>
<tr>
<td>ENVIRONMENTAL SERVICES</td>
<td>57,819,000</td>
<td>63,055,000</td>
</tr>
<tr>
<td>SCIENTIFIC &amp; TECHNICAL SERVICES</td>
<td>55,453,300</td>
<td>60,498,150</td>
</tr>
<tr>
<td>MANAGEMENT &amp; ADMINISTRATIVE SERVICES</td>
<td>42,314,596</td>
<td>44,043,186</td>
</tr>
<tr>
<td>RESEARCH &amp; DEVELOPMENT</td>
<td>16,108,100</td>
<td>20,710,300</td>
</tr>
<tr>
<td>COMPUTER SERVICES</td>
<td>11,240,598</td>
<td>11,150,158</td>
</tr>
<tr>
<td>ARCHITECTURAL &amp; ENGINEERING SERVICES</td>
<td>3,546,531</td>
<td>3,867,485</td>
</tr>
<tr>
<td>OTHER MISCELLANEOUS SERVICES TO BUSINESS</td>
<td>2,759,104</td>
<td>2,953,542</td>
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<tr>
<td>LEGAL FEES</td>
<td>2,199,320</td>
<td>2,260,560</td>
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<tr>
<td>CONSTRUCTION SERVICES</td>
<td>1,919,304</td>
<td>2,045,988</td>
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<tr>
<td>PATENT &amp; INDUSTRIAL REGISTRATION FEES</td>
<td>1,672,300</td>
<td>1,718,800</td>
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<tr>
<td>BUSINESS MANAGEMENT CONSULTING SERVICES</td>
<td>15</td>
<td>30</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>264,555,318</strong></td>
<td><strong>281,701,849</strong></td>
</tr>
</tbody>
</table>

* Data in Canadian dollars.

By country, Germany had the most merchandise exports to Canada valued at €220.06 million ($333.5 million) in 2018, with the country’s main exports being electric motors and generators at €49.49 million ($75 million). The Netherlands, Denmark, and Italy followed. See Table 3.

Table 3. Statistics Canada, ECT export of merchandise from European countries, 2018.

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<thead>
<tr>
<th>ECT MERCHANDISE EXPORTS FROM EUROPE TO CANADA</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>GERMANY</td>
<td>380,945,597</td>
<td>333,491,645</td>
</tr>
<tr>
<td>NETHERLANDS</td>
<td>195,260,373</td>
<td>179,312,885</td>
</tr>
<tr>
<td>DENMARK</td>
<td>257,779,708</td>
<td>139,575,510</td>
</tr>
<tr>
<td>ITALY</td>
<td>112,763,369</td>
<td>123,675,957</td>
</tr>
<tr>
<td>SPAIN</td>
<td>209,522,791</td>
<td>95,970,152</td>
</tr>
<tr>
<td>FRANCE</td>
<td>51,722,423</td>
<td>94,921,389</td>
</tr>
<tr>
<td>IRELAND</td>
<td>33,101,224</td>
<td>57,356,797</td>
</tr>
<tr>
<td>AUSTRIA</td>
<td>48,479,310</td>
<td>50,055,042</td>
</tr>
<tr>
<td>POLAND</td>
<td>32,521,024</td>
<td>44,302,699</td>
</tr>
<tr>
<td>HUNGARY</td>
<td>37,994,989</td>
<td>32,259,504</td>
</tr>
<tr>
<td>SWEDEN</td>
<td>32,565,858</td>
<td>31,476,049</td>
</tr>
<tr>
<td>CZECH REPUBLIC</td>
<td>15,982,537</td>
<td>19,157,515</td>
</tr>
<tr>
<td>OTHER EU COUNTRIES</td>
<td>119,935,757</td>
<td>51,073,131</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,751,176,891</strong></td>
<td><strong>1,474,803,723</strong></td>
</tr>
</tbody>
</table>

* Data in Canadian dollars.

The amount of EU foreign direct investment (FDI) in Canada has been gradually rising since 2010. As a collective partner, the EU is currently Canada’s second largest source of FDI with a known stock valued at €162.92 billion ($246.9 billion) at the end of 2016 or 29.9% of FDI stocks in Canada. At the end of 2016, the known stock of Canada’s direct investment in the EU totalled €153.15 billion ($232.1 billion), or roughly one-fifth of Canadian Direct Investment Abroad (CDIA).

With the provisional implementation of CETA in 2017, the volume of FDI in Canada from the EU can be expected to rise further as new investment opportunities are explored, both in the domestic and North American markets.

Since 2017, the threshold for acquisitions of Canadian businesses by EU investors under the Investment Canada Act for review of net benefit to Canada was raised by 50 percent, from €0.66 billion to €0.99 billion ($1 billion and $1.5 billion respectively). This higher threshold will facilitate EU investment in Canada, as fewer EU owned companies will be required to undergo the net benefit review process under the Investment Canada Act.
3. CANADA’S INVESTMENT LANDSCAPE

The Government of Canada at both the federal and provincial levels has been particularly active, supporting a broad array of cleantech initiatives that include investments in green infrastructure, a low carbon economy fund, strategic innovation with R&D, advanced industrial research, smart cities, sector initiatives (e.g., energy, mining, forestry, agriculture), and funding for cleantech firms with promising projects to attract/retain large-scale investments.6

As such, the country continues to receive attention from foreign companies looking to export, invest, or develop innovation and R&D partnerships for current investors to expand their operations in Canada.

Clean energy investments in Canada increased from €3.29 billion ($5 billion USD) in 2012, to €4.03 billion ($6.1 billion USD) in 2014, decreasing to €2.24 billion ($3.4 billion USD) in 2017. Over half of annual investments go to onshore wind energy, with the majority of the rest going to solar photovoltaic projects. See Figure 4.

Figure 4. Renewable energy investments in Canada, 2013-2017.

In 2017, Canadian federal energy RD&D expenditures were €351.70 million ($533 million) and provincial/territorial (P/T) government energy RD&D expenditures were €175.52 million ($266 million) for a combined total of €527.22 million ($799 million), an increase from €436.16 million ($661 million) in 2016-17.

In 2017, Canadian federal spending increased by 14% (€46.2M) mostly driven by energy efficiency and hydrocarbon spending including increases in carbon capture, utilisation and storage (CCUS).7

Figure 5. Canadian public expenditures on energy RD&D.

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7 The data has been extracted from Statistics Canada.
Between 2003 and September 2018, Canada brought in 79 investment projects from 50 foreign companies with operations in the alternative energy sector. In Canada, institutional investors have recently made large renewable energy acquisitions as pipeline companies divest these assets to reduce corporate debt. These types of investments are being looked at across the globe, particularly as institutional investors, like pension funds and life insurance companies, seek out long-term investments that can generate a stream of cash flows to help them meet their long-term financial obligations to pensioners and policy-holders.

Government initiatives aimed at supporting cleantech companies currently range from grants and tax credits, to regulations and policies – such as export policies – and early adoption of new technology by the government. Grant funding, like equity, plays an important role in helping to finance the development and commercialisation of new technologies produced by the cleantech industry. As in aerospace, telecommunications and other major technology sectors, grants serve an especially important role in supporting the early stages of breakthrough innovation.

Pension funds, like the Ontario Teachers’ Pension Plan and Caisse de dépôt et placement du Québec, and venture capital firms like Cycle Capital Management are actively investing in cleantech ventures and projects.

### Government financing, R&D and incentive programmes

Table 4. Canadian programmes and initiatives that offer financial assistance to foreign organisations.

<table>
<thead>
<tr>
<th>PROGRAMME / INITIATIVE</th>
<th>DESCRIPTION</th>
<th>FINANCIAL ASSISTANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategic Innovation Fund, Canadian Government</strong></td>
<td>The programme is designed to support businesses of all sizes and comprises five streams:</td>
<td>Combined government financial assistance for a project must not exceed 50% of the cost of the project.</td>
</tr>
<tr>
<td>Stream 1: Encourage R&amp;D that will accelerate technology transfer and commercialisation of innovative products, processes and services;</td>
<td></td>
<td>As announced in the 2018 federal budget, the SIF now focuses its support on projects requesting at least €6.6 million ($10 million) in contributions. This means a minimum project size of €13.2 million ($20 million).</td>
</tr>
<tr>
<td>Stream 2: Facilitate the growth and expansion of firms in Canada;</td>
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<tr>
<td>Stream 3: Attract and retain large scale investments to Canada;</td>
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<tr>
<td>Stream 5: Support large-scale, national innovation ecosystems through high impact collaborations across Canada.</td>
<td></td>
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</tr>
<tr>
<td><strong>Build in Canada Innovation Program (BCIP), National Research Council of Canada</strong></td>
<td>This federal programme helps Canadian companies of all sizes move their state-of-the-art goods and services from the laboratory to the marketplace.</td>
<td>Financial assistance of up to €329,924 ($500,000) for non-military innovations.</td>
</tr>
<tr>
<td><strong>Sustainable Development Technology Program Canada (SDTC)</strong></td>
<td>The programme is designed to support the development and demonstration of pre-commercial clean technologies (renewed with €263,94 million ($400 million) over five years in Budget 2017).</td>
<td>Financial assistance can cover up to 33% of eligible project costs but not more than 50% of eligible costs of a given project.</td>
</tr>
<tr>
<td><strong>Industrial Research Assistance Program (IRAP), National Research Council of Canada</strong></td>
<td>IRAP provides financial support to qualified small and medium-sized enterprises (SMEs) in Canada to help them undertake technology innovation.</td>
<td>The contribution is €32,992 ($50,000) to €164,962 ($250,000) per project.</td>
</tr>
<tr>
<td><strong>Scientific Research and Experimental Development (SR&amp;ED), Revenue Canada, Revenu Québec</strong></td>
<td>Federal and Québec tax incentive programme designed to encourage Canadian businesses to conduct R&amp;D in Canada.</td>
<td>Provides two types of assistance: federally – assistance or refund 15% or 35%; provincially – 14% to 30% refundable.</td>
</tr>
<tr>
<td><strong>Applied Research and Development (ARD) Grants, Natural Sciences and Engineering Research Council (NSERC)</strong></td>
<td>ARD Grants support well-defined applied research and development projects undertaken by university researchers with their private-sector partners. Direct project costs are shared by the company partner(s) and NSERC. Projects may range from one year to three years in duration.</td>
<td>The contribution is from €16,496 ($25,000) to €32,992 ($50,000).</td>
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<thead>
<tr>
<th>PROGRAMME / INITIATIVE</th>
<th>DESCRIPTION</th>
<th>FINANCIAL ASSISTANCE</th>
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<tbody>
<tr>
<td><strong>Canadian Agricultural Strategic Priorities Program (CASPP)</strong></td>
<td>The CASPP focuses on four priority areas: adoption of new technology, environmental sustainability; strategic development and capacity building; and, emerging issues.</td>
<td>CASPP is an investment of €33.19 million ($50.3 million) over five years. The maximum Agriculture and Agri-Food Canada (AAFC) contribution for a project will normally not exceed €0.66 million ($1 million). You can apply for and receive funding for more than one project, but generally speaking, funding will not be more than €3.3 million ($5 million) over five years for each applicant.</td>
</tr>
<tr>
<td><strong>Agricultural Clean Technology Program</strong></td>
<td>The programme is a €17 million ($25 million), three-year investment (2018 — 2021), which supports clean technology activities across the innovation continuum through investments in, and promotion of precision agriculture and agri-based bioproducts.</td>
<td>Applicants may apply for programme funding for up to 50% of total eligible projects costs, to a maximum of €3.3 million ($5 million) per project. Support is available in the form of non-repayable contributions.</td>
</tr>
<tr>
<td><strong>Breakthrough Energy Solutions Canada (BESC)</strong> (Under the Energy Innovation Program)</td>
<td>BESC, an investment of up to €19.8 million ($30 million), is a public–private initiative aimed at accelerating the development of clean energy technologies in the electricity, transportation, buildings and manufacturing sectors with the potential for substantial pollution reductions globally.</td>
<td></td>
</tr>
<tr>
<td><strong>Charging the Future Challenge</strong> (Under the Impact Canada Initiative)</td>
<td>The Challenge will provide €2.97 million ($4.5 million) to accelerate the most promising Canadian battery innovations from lab to market.</td>
<td></td>
</tr>
<tr>
<td><strong>Business Development Bank of Canada (BDC)</strong></td>
<td>Making available both new equity and debt financing to help promising clean technology firms grow and invest in assets, inventory, talent and market expansion.</td>
<td>BDC’s Cleantech Practice can help companies meet the often-capital-intensive needs of scaling and accelerating growth. BDC offers equity and flexible financing to cleantech firms with:</td>
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<td></td>
<td>· A commercially validated IP-protected technology demonstrating a positive environmental impact;</td>
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<td>· Proven market traction with significant potential for revenue growth and commercial contracts,</td>
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<td></td>
<td>· The ambition to scale beyond €65.98 million ($100 million) in annual revenue;</td>
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<td></td>
<td></td>
<td>A clear pathway to profitability.</td>
</tr>
<tr>
<td><strong>Export Development Canada (EDC)</strong></td>
<td>Specialised project finance to help advance high-impact clean technology projects.</td>
<td>Contact EDC Clean Technology Team.</td>
</tr>
<tr>
<td><strong>Zero-Emission Vehicle Infrastructure Program</strong></td>
<td>Funding is available to deploy a network of zero-emission vehicle charging (level 2 and higher) and refuelling stations in more localised areas where Canadians live, work and play (€85.78 million or $130 million over five years, 2019-2024). Support is also available for strategic projects for electric vehicle and/or hydrogen infrastructure for corporate fleets, last-mile delivery fleets, and mass transit.</td>
<td>The programme will fund up to 50% of Total Project Costs. Maximum amounts will be based on the type of technology and will be defined in each request for proposal.</td>
</tr>
<tr>
<td><strong>Clean Growth in the Natural Resources Program</strong></td>
<td>Clean technology research, development and demonstration projects in Canada’s energy, mining and forest sectors (€102.27 million or $155 million over four years). Funding is allocated to projects that receive support from provinces and territories.</td>
<td>Demonstration Projects and Front-End Engineering Design (FEED) Studies: The programme may pay up to 75% of total project costs per FEED/Demonstration project. It is expected that good quality projects will request between €329,924 ($500,000) and €3.29 million ($5 million), however, the programme could provide a maximum amount of €6.9 million ($10 million) per project.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Research and Development Projects: The programme may pay up to 75% of total project costs per R&amp;D project. It is expected that good quality projects will request between €197,95 ($300,000) and €1.32 million ($2 million). However, the programme could provide a maximum amount of €3.3 million ($5 million) per project.</td>
</tr>
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<thead>
<tr>
<th>PROGRAMME / INITIATIVE</th>
<th>DESCRIPTION</th>
<th>FINANCIAL ASSISTANCE</th>
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<tbody>
<tr>
<td>Green Infrastructure — Deployment component</td>
<td>National programmes are investing more than €527.88 million ($800 million) in the demonstration and deployment of green infrastructure.</td>
<td>Of this amount, approximately €317.93 million ($481 million) will be available for deployment projects across four streams: smart grids, renewables, reduction of diesel use in rural and remote communities, and electric vehicle infrastructure.</td>
</tr>
<tr>
<td>Electric Vehicle Infrastructure Demonstration (EVID) Program Phase II (Under Green Infrastructure — Demonstration component)</td>
<td>Budget 2017 allocated up to €19.79 million ($30 million) to the EVID Program from April 1, 2018 to March 31, 2022 to continue to support demonstrations of next-generation and innovative electric vehicle (EV) charging infrastructure that address technical and non-technical barriers to the installation, operation and management of EV charging technologies.</td>
<td>The programme may contribute up to 50% of Total Project Costs per demonstration project, up to a maximum amount of €1.98 million ($3 million). The minimum funding that may be requested per project is €164,96 ($250,000).</td>
</tr>
<tr>
<td>Smart Grid Program (Under Green Infrastructure — Demonstration component)</td>
<td>Up to €65.98 million ($100 million) will be invested for utility-led projects to reduce GHG emissions, better utilize existing electricity assets and foster innovation and clean jobs for: · demonstration of smart grid technologies up to €23.09 million ($35 million); · deployment of smart grid integrated systems up to €42.89 million ($65 million).</td>
<td>The timeframe for funding is four years, starting April 1, 2018 to March 31, 2022. As such, all projects must be completed by March 31, 2022. The terms and conditions of the program (including 5 years post-project monitoring) will expire on March 31, 2028.</td>
</tr>
<tr>
<td>Low Carbon Economy Fund (LCEF)</td>
<td>Funding to support Pan-Canadian Framework on Clean Growth and Climate Change commitments related to buildings, the industrial sector, agriculture and forestry and other priorities. The LCEF supports market-ready technologies that reduce greenhouse gas emissions.</td>
<td>The Leadership Fund, a €0.93 billion ($1.4 billion) fund, was open to provinces and territories. The Low Carbon Economy Challenge Champions stream over €296.93 million ($450 million) was open to provinces and territories, municipalities, Indigenous communities and organisations, businesses, not-for-profit organisations.</td>
</tr>
<tr>
<td>Internship Programs: EYC and Natural Resources Programs, ECO Canada</td>
<td>Internship program open to eligible employers who work in science, technology, engineering, mathematics (STEM) or natural resources.</td>
<td>Financial assistance of up to 50% of an intern’s salary up to €9,897 ($15,000) for new full-time environmental jobs.</td>
</tr>
<tr>
<td>Mitacs</td>
<td>Programmes are designed to bring doctoral students and companies together in research projects. These programmes provide companies with access to academic expertise, additional funding and personalised support from Mitacs.</td>
<td>Financial assistance consists of a contribution of €16,496 ($25,000) per year of salary for up to two years (Elevation) or a contribution of €4,948 ($7,500) (Acceleration). Note that the contribution for Mitacs Quebec may vary.</td>
</tr>
<tr>
<td>Québec Economic Development Program (QEDP), Canada Economic Development</td>
<td>The programme encourages businesses to innovate, adopt a technology or provide technology transfer.</td>
<td>Financial assistance can consist of repayable or non-repayable contributions. This assistance generally translates into up to 50% of authorised costs for SMEs.</td>
</tr>
<tr>
<td>Youth Employment Program – Green, NRC IRAP</td>
<td>The programme is designed to encourage SMEs in the green economy or green industry sectors to hire a qualified 15- to 30-year-old to have a positive impact on the environment.</td>
<td>Eligible SMEs receive a financial contribution of up to €6,598 ($10,000) toward the salary of a young full-time intern for 3 to 6 months.</td>
</tr>
<tr>
<td>Programme 'PME en action' – Support for the implementation of investment projects, MESI</td>
<td>This programme is intended to support the conduct of studies prior to the implementation of investment projects in Québec, by companies from Québec or elsewhere, with a view to increasing competitiveness and productivity, job creation and sustainable development.</td>
<td>A non-refundable contribution up to 40% of eligible project expenditures, with a maximum of €65,985 ($100,000) per project.</td>
</tr>
<tr>
<td>Technoclimat, Transition énergétique Québec (TEQ)</td>
<td>The Technoclimat Program aims to reduce greenhouse gases and provide financial incentives for the development of new technologies or innovative processes in the area of energy efficiency and emerging energy sources.</td>
<td>Assistance of up to €1.97 million ($3 million) for demonstrations of new technologies.</td>
</tr>
<tr>
<td>ÉcoPerformance, Transition énergétique Québec (TEQ)</td>
<td>ÉcoPerformance aims to reduce greenhouse gas emissions and energy consumption of companies by financing projects or measures related to energy consumption and production, as well as process improvement.</td>
<td>Assistance of up to €3,299 ($5,000) per preliminary process integration study and up to €197,954 ($300,000) per site for overall analysis and other specific analyses.</td>
</tr>
<tr>
<td>PROGRAMME / INITIATIVE</td>
<td>DESCRIPTION</td>
<td>FINANCIAL ASSISTANCE</td>
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</tr>
<tr>
<td><strong>Refundable tax credit for technological adaptation services</strong>&lt;br&gt;Revenu Québec</td>
<td>The tax credit for technology adaptation services was introduced to support businesses in collecting and processing strategic information, as well as research, innovation and collaboration with other business partners.</td>
<td>The tax credit may cover up to 40% of expenditures incurred by an eligible corporation under a contract entered into with a college centre for technology transfer (CCTT) or an eligible liaison and transfer centre (CLT).</td>
</tr>
<tr>
<td><strong>Tax credit for university research, or research carried out by a public research centre or a research consortium</strong>&lt;br&gt;Revenu Québec</td>
<td>The tax credit for research by universities, public research centres or research consortiums pertains to scientific research and experimental development (SR&amp;ED) that a taxpayer subcontracts to an eligible public research centre, including CRIM, with which the taxpayer is not related.</td>
<td>This refundable tax credit is equal to 14% or 30% of 80% of the amount contracted with the university or research centre for SR&amp;ED work.</td>
</tr>
<tr>
<td><strong>Programme Premier brevet, MESI</strong></td>
<td>The programme supports innovative Québec companies in their first steps to protect their intellectual property assets.</td>
<td>Financial assistance is provided in the form of a non-repayable contribution up to a maximum of €16,496 ($25,000).</td>
</tr>
<tr>
<td><strong>Québec Apprenticeship Training Tax Credit, Revenu Québec</strong></td>
<td>The programme is designed to provide financial support to businesses that offer internships in the workplace through a tax credit.</td>
<td>This programme provides access to a refundable tax credit of 24% of eligible expenses.</td>
</tr>
<tr>
<td><strong>Industrial Systems Program, Hydro-Québec</strong></td>
<td>The programme covers a wide range of measures to make industrial facilities, processes and electromechanical systems more energy efficient.</td>
<td>Financial assistance covers up to €16,496 ($25,000) per analysis or €65,985 ($100,000) per site for all analytics projects.</td>
</tr>
<tr>
<td><strong>Passeport Innovation, MESI (Passport Innovation, Ministry of Economy, Science and Innovation)</strong></td>
<td>The programme is designed to support SMEs, not-for-profit cooperatives and social development organisations at various stages of a research and innovation project, and to help them strengthen their innovative capacity.</td>
<td>Financial assistance is provided in the form of a non-repayable contribution of up to 80% of total project expenditures. The assistance may cover up to 50% of eligible expenses.</td>
</tr>
<tr>
<td><strong>Ontario Emerging Technologies Fund (OETF)</strong></td>
<td>€165 million ($250 million) co-investment fund which has been established by the Province of Ontario to support clean technology companies.</td>
<td></td>
</tr>
<tr>
<td><strong>BCTechFund</strong></td>
<td>€65 million ($100 million) venture capital fund that invests in British Columbia’s emerging technology companies across multiple sectors, including cleantech.</td>
<td></td>
</tr>
<tr>
<td><strong>Alberta’s Climate Change Innovation and Technology Framework</strong></td>
<td>This programme supports investments in clean innovation in cleantech areas, including hydrocarbons in oil sands, renewable energy, green products and services.</td>
<td></td>
</tr>
</tbody>
</table>
EU businesses may choose to invest in Canada, not only to get access to the Canadian market but also to get preferential market access to the U.S. under the new Canada-United States-Mexico Agreement (CUSMA). Furthermore, EU businesses investing in Canada can get preferential access to key markets in Asia and Latin America under the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) free trade agreement between Canada and Australia, Brunei, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam as well as to obtain the benefits of CETA for Canada-EU trade.

Canada has cleantech export product and related services strengths that are complementary to EU strengths in high-growth markets like the U.S., China, India, and the European Union. These include, but are not limited to, wind and solar power, energy-efficient gas turbines, waste filtration systems, photovoltaic system controllers, refrigerating equipment, solar system controllers, and biomass gasification tanks.9

The Canadian market presents many sectors of opportunity in cleantech. Every province and territory has a unique mix of natural resource endowments and industries, including heavy emitting industries. Significant opportunities exist for EU and Canadian companies/organisations to collaborate in the cleantech sector and support the Canadian government in achieving their climate change and adaptation and environmental goals. Such opportunities also vary by region. These include renewable energy, energy infrastructure and smart grids, power generation, biorefinery products, agriculture, recycling/recovery/remediation, water and wastewater, industrial processes and products, and transportation.

Examples organised by sub-sector

**Energy Efficiency**

The Canadian market is extremely broad. It includes smart grid, transportation, industrial, commercial/institutional, and residential uses. The market for carbon-neutral wood fibre-based insulation, the management of integrating renewable energy sources and the growing influence of technologies in managing energy efficiency (smart grids) present a number of opportunities. Niche markets, like refrigeration industrial processes and equipment for transportation applications, also stand out.

**Water Management**

Requirements include advanced water technology, including water treatment processes like industrial process and treatment, filtration membranes, ultraviolet rays, ozone disinfection and other new disinfection systems. Exceptional clusters exist in Québec, Ontario and British Columbia.

**Renewable Energy**

Canada offers EU companies numerous opportunities across the entire value chain, from technology development and fuel supply to generation storage and distribution. Renewable sources such as biomass, wind, marine, and solar present opportunities for EU companies. Some of the largest global wind-energy companies are present in Canada, as are opportunities in component manufacturing, construction, transportation, engineering, and operations and maintenance (O&M). Wind-energy clusters continue to grow across Canada to serve this rapidly expanding market with a growing supply chain of companies manufacturing nacelles, towers, foundations, blades and mechanisms for wind turbines. Solar photovoltaics also present an opportunity to service the growing market. By 2019, cumulative investment in solar PV is expected to exceed €7.26 billion ($11 billion).10

**Sustainable waste management**

Opportunities exist for companies that specialise in the brokerage and recycling of plastic and the innovative production of plastic from recycled resin. Thermal plasma for waste destruction and energy recovery and optical sorting are some examples of promising niches.

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Examples organised by geography

Every province and territory in Canada has a unique mix of natural resource endowments, and the industrial mix and economic opportunities also vary by region. All parts of the country have taken context-specific approaches to supporting the development of clean technologies. The following is a sample of potential Canadian cleantech markets and subsectors where EU businesses may find opportunities across a number of Canadian provinces:

Alberta

Alberta’s cleantech industry offers untapped investment opportunities for growth and earning potential across a number of sectors, from agriculture to software, as the province transitions to a cleaner economy. Progressive policies and strategies create niche investment opportunities in Alberta. Key opportunities in Alberta include low carbon electricity such as cleaner electricity infrastructure, distributed energy components, electricity storage, geothermal, cold-weather testing and applications, and smart and micro-grid technologies.

Atlantic Canada

Atlantic Canada is home to a range of clean energy activities. Power companies in New Brunswick and Nova Scotia are investing in new smart grid technology. Investment in electrical grid infrastructure and energy storage in Nova Scotia more than doubled between 2010 and 2017.

British Columbia

British Columbia has created policies to encourage the development of renewable energy, including direct subsidies, tax measures and renewable energy content targets. For example, pursuant to the British Columbia Clean Energy Act, the British Columbia Hydro and Power Authority (BC Hydro) has established a standing offer programme, which encourages the development of energy technologies by offering stable prices under long-term contracts for energy generated from renewable resources. Furthermore, tax deductions are available for renewable energy equipment, and write-offs are available for intangible costs associated with certain investments. B.C. is also a cleantech leader. Half of Canada’s 12 companies on the recent Global Cleantech 100 list were based in B.C.

EU companies have successfully entered the Alberta market. German solar developer Soventix GmbH’s subsidiary Soventix Canada Inc. completed 11 feed-in-tariff solar PV projects in Ontario. Following their initial success, in 2017 the company expanded its business activities in the Canadian solar market to Alberta where they developed several solar projects with a capacity of up to 140 MW in Alberta as part of the Alberta Renewable Electricity Program.

Siemens Canada, a subsidiary of the leading German-multinational electronics and electrical engineering conglomerate was awarded €23.53 million ($35.66 million) in 2019 from the Government of Canada’s Strategic Innovation Fund to support a €61.17 million ($92.7 million) project with their Canadian partners New Brunswick Power and Nova Scotia Power, creating and maintaining up to 241 highly skilled jobs in Atlantic Canada. Under this project, Siemens will research and develop smart grid technology to help better manage the provinces’ electricity and will build Canadian expertise that could improve the sustainability and efficiency of power grids around the world. This project will help improve power delivery to underserved communities, better integrate renewable energy into the power grid and reduce future electricity costs for consumers.

BC is home to many cleantech businesses and manufacturing companies, such as the Automotive Fuel Cell Cooperation (AFCC), a Burnaby-based joint venture with Germany’s Daimler AG and Ford Motor Company that is developing fuel cell modules for automotive applications. It works closely with fuel cell systems developer NuCellSys GmbH and with Daimler’s fuel cell stack manufacturing group at Mercedes-Benz Fuel Cells. This German-Canadian partnership is among the top fuel cell clusters in the world and has drawn over €46.19 million ($70 million) in global investment into Canada, for a total project value of €58.07 million ($88 million).
**Manitoba**

Manitoba’s clean energy strategy focuses on building new generation hydro, expanding transmission that improves electricity reliability and security, adding more wind power as economics allows, promoting geothermal, biomass and solar for heating needs, developing bio-based fuels, and leading in new cutting-edge electric transportation solutions. Opportunities exist in wind energy, electric-powered transportation, solar, geothermal, biofuels and waste-to-energy, and fuel cell technology.

**Northwest Territories**

Investments in green infrastructure projects are key to supporting the unique needs of northern communities, while protecting the environment and promoting cleaner, more sustainable energy options that will benefit northerners for generations to come. Examples include €26.40 million ($40 million) for the Clean Wind Power (Inuvik Wind Generation) project in Northwest Territories that will develop an energy system that will include the installation of wind turbines, a grid controller and a large battery storage system to generate energy when the wind slows down.

**Ontario**

Ontario is home to many world-leading manufacturers of clean energy generation and storage technology with the largest share of cleantech companies in all of Canada. Storage development in Ontario has seen rapid growth to mitigate global adjustment charges for commercial and industrial customers and represents an attractive market opportunity for storage companies. Smart grid deployment has matured across many provinces such as Ontario with broad deployment of Advanced Metering Infrastructure and new rate options, but deployment of micro grid solutions, demand response, and storage is still nascent. Across cleantech sub-sectors, there are four initial focus areas that present opportunities for EU companies. These are intelligent power management, conservation, smart meters, wind, solar, renewable fuels, nuclear, storage, and other forms of clean energy, water conservation, purification, efficiency, treatment and other water technologies, biomaterials, chemicals, biodegradables, nanocoatings, and other bio-products.

**Québec**

The Province of Québec has invested heavily in renewable energy supply, including wind, which received €5.01 billion ($7.6 billion) in investment between 2010 and 2017—36% of the total investment in wind energy in Canada. It also continues to invest in its extensive hydro facilities, including building the 1,550-megawatt Romaine hydroelectric facility in Havre-Saint-Pierre. A study conducted by Deloitte analyzed the cleantech sector to assess the strengths and weaknesses of the different fields of activity and evaluate which ones show potential for growth. According to a study conducted by Deloitte for Écotech Québec, energy efficiency, waste, biomass, and hydroelectricity are in a promising position internationally. Other categories and sub-categories in Québec that provide opportunity are water treatment, transport, soil rehabilitation, green chemistry, wind energy and solar energy. The city of Montreal is the leading city in North America for sustainable mobility and electric transportation. The Technoparc Montréal scientific campus is also home to the Éco-campus Hubert Reeves, North America’s first centre dedicated to R&D companies in clean technologies. Potential opportunity clusters include recycling, technologies for reducing greenhouse gas emissions, contaminated soil and groundwater treatment and remediation, treatment of atmospheric emissions and ambient air, development of technologies to reduce greenhouse gas emissions, effluent measurement and control technologies, and life cycle assessment. Major EU players operating in Québec include BlueSolutions by Bolloré Group (France), a company specialising in energy storage and automation technologies, ABB Group (Swiss-Swedish) focused on developing energy-management technologies for electric buses and trains, and LM WindPower (Denmark), among others.

**Saskatchewan**

Saskatchewan is one of Canada’s biggest investors in bioenergy, investing a total of €594 million ($900 million) in the industry between 2010 and 2017. The province’s strong agricultural industry and technical expertise make it well positioned to lead in this field. The province is seeking investment in wind, solar, biomass and small hydro to achieve its 2030 target of 30% of total electricity production derived from renewable sources.
Figure 6. Examples of clean technology activities across Canada

Table 6 summarises key strategies and initiatives taken by provinces and territories to address the challenge in clean technology development, commercialization and adoption.

Table 6 - Key Canadian regulations and programmes by province and territory supporting clean technology

<table>
<thead>
<tr>
<th>PROVINCE</th>
<th>EARLY-STAGE INNOVATION</th>
<th>COMMERCIALISATION</th>
<th>ADOPTION</th>
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</table>
| British Columbia | • #BCTECH Strategy – including BC Tech Fund  
• Innovative Clean Energy Fund in collaboration with SDTC, NRCan and the NRC  
• BC innovation Council and innovation Group  
• Evok Innovations | • BC Green Economy – includes support for job growth innovation and environmental sustainability  
• Export Services – clean technology sector is a priority sector. Collaborates with the federal Trade Commissioner Service  
• BC Renaissance Capital Fund  
• BC Innovative Clean Energy Fund | • BC Climate Leadership Plan  
• Clean Energy Act  
• BC Carbon Tax  
• Carbon Neutral Government Program  
• Energy Efficiency Program  
• Clean Energy Vehicle Program  
• First Nations Clean Business Fund  
• Climate Action Charter and Climate Action Revenue Incentive Program |
| Alberta        | • Alberta Innovates – Bio Solutions’ Bio Future Program  
• Water Innovation Program  
• CCEMC Grand Canada Challenges CO₂ Utilization  
• Alberta Enterprise Corporation funds including EnerTech Capital | • International Technology  
Partnerships Programs with Germany and France  
• Climate Change and Emissions Management Corporation (CCEMC) and Alberta Innovates: Energy and Environment Solutions focus on demonstration and scale-up  
• CCEMC and Alberta Innovates have both partnered with SDTC to develop deployable small company solutions  
• Investor Tax Credit for venture capital in clean technology | • Climate Leadership Plan  
• Alberta Specified Gas Emitters Regulation  
• Shell Quest, Carbon Capture and Storage project |
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<tr>
<th>PROVINCE</th>
<th>EARLY-STAGE INNOVATION</th>
<th>COMMERCIALISATION</th>
<th>ADOPTION</th>
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</table>
| Yukon                  | • Government support for academic research centres, particularly Yukon Research Centre and the Cold Climate Innovation project                                                                                                            | • Yukon Housing Corporation – support for skills development and building of energy efficient construction  
• Commercial incentives for improving energy efficiency in commercial buildings                                                                                         | • Government is investigating possibility of providing biomass heat to government buildings  
• Green Procurement Policy Good Energy Rebate Program                                                                                                                                                                         |
| Saskatchewan           | • Saskatchewan Petroleum Research Incentive  
• Agriculture Development Fund  
• Fedoruk Centre for Nuclear Innovation Saskatchewan Research Council  
• Innovation Sask’s SAIF – Saskatchewan Advantage Innovation Fund                                                                                                        | • SaskPower power purchase agreements with First Nations Power Authority, MB Hydro and others to be 50% renewable by 2030  
• BHP Billiton-SaskPower CCS Knowledge Centre  
• Aquistore C02 Injection monitoring  
• Prairie Agricultural Machinery Institute                                                                                                                                 | • SaskPower commercial-scale CCS project  
• STEP (Saskatchewan Trade and Export Partnership)                                                                                                                                                                        |
| Manitoba               | • Assent Works  
• Vehicle Technology Centre  
• Red River College (Sustainable Building Infrastructure and Transportation Research)                                                                                                               | • Commercialization Support for Business Program North Forge  
• Manitoba Technology Accelerator  
• Innovate Manitoba  
• TechFutures Program                                                                                                                                                                                                         |                                                                                                                                                              |
| Northwest Territories  | N/A                                                                                                                                                                                                                                       | • Gas Tax Fund used to finance clean technology projects  
• Industry, Tourism and Investment’s Support for Entrepreneurs and Economic Development                                                                                                                                   | • Energy Action Plan  
• Biomass Strategy  
• Solar Strategy  
• GHG Strategy  
• Forest Industry Biomass Initiative  
• Alternative Energy Technologies Program  
• Large Vehicle Control Regulations                                                                                                                                                                                          |
| New Brunswick          | • NBIF’s Research Innovation Fund  
• NB Innovation Foundation’s Industry Innovation Voucher                                                                                                                          | • NBIF’s VC Fund  
• Build Ventures Fund  
• NBIF Start-Up Fund                                                                                                                                                                                                                                                                  | • Energy Efficiency Program (incentive for heat pumps)  
• NB Power’s LORESS (Locally Owned Renewable Energy Small Scale) Program  
• GNB Technology Adoption Program for Industry  
• Environmental Trust Fund grants                                                                                                                                                                                                |
| Prince Edward Island   | • Pilot and Discovery Fund  
• Ignition Fund  
• Innovation and Development Labour Rebate  
• Growing Forward 2 (Department of Agriculture and Forestry in collaboration with Agriculture and Agri-Food Canada)                                                                                                             | • Development and Commercialization Fund  
• Marketing Support Assistance                                                                                                                                                                                                         | • Heat Pump Rebate  
• Equipment upgrade Rebate  
• Building Envelope Upgrade Rebate  
• Home Energy Low-income Program  
• Commercial Energy Audit Program  
• Expanding use of biomass heating in public buildings                                                                                                                                                                           |
| Newfoundland and Labrador | • Research & Development Corporation NL (Programmes including: LeverageR&D; CollaborativeR&D; EmployR&D; R&D Vouchers; and R&D Proof of Concept)                                                                                      | • Regional Development Fund  
• Business Investment Fund  
• Venture Newfoundland and Labrador  
• Build Ventures  
• Aquaculture Capital Equity Program  
• Aquaculture Working Capital Loan Guarantee Program                                                                                                                                 | • Climate Change Action Plan  
• Energy Efficiency Action Plan  
• Greening Government Action Plan  
• Market Transformation Framework  
• Build Better Buildings policy  
• Growing our Renewable and Sustainable Forest Economy  
• Sustainable Aquaculture Strategy  
• Ocean Technology Strategy  
• Green Procurement Initiative  
• TakeCHARGE – rebates to offset cost of energy efficiency products and services  
• Biogas Electricity Generation Pilot Program  
• Renewable Energy Credits                                                                                                                                                                                                       |
<table>
<thead>
<tr>
<th>PROVINCE</th>
<th>EARLY-STAGE INNOVATION</th>
<th>COMMERCIALISATION</th>
<th>ADOPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ontario</td>
<td>- Best in Science environmental research projects Ontario Research Fund&lt;br&gt;- Ontario Network of Entrepreneurs (including Ontario Centres of Excellence, MaRS, Regional Innovation Centres)&lt;br&gt;- Green Investment Fund</td>
<td>- Green Investment Fund&lt;br&gt;- Ontario Development Fund&lt;br&gt;- Ontario Network of Entrepreneurs (including Ontario Centres of Excellence, MaRS, Regional Innovation Centres)&lt;br&gt;- Water Technology Acceleration Project (WaterTAP)&lt;br&gt;- Bloom Centre for Sustainability (Bloom)&lt;br&gt;- GreenCentre Canada (GCC)&lt;br&gt;- MaRS Advanced Energy Centre&lt;br&gt;- Centre for Research and Innovation in the Bioeconomy (CRIBE)&lt;br&gt;- Southern Ontario Water Consortium&lt;br&gt;- Bioindustrial Innovation Canada (BIC)&lt;br&gt;- Plus several risk capital and other financial supports (e.g., Investment Accelerator Fund, Northleaf Venture Catalyst Fund)</td>
<td>- Green Energy Act&lt;br&gt;- Western Climate Initiative&lt;br&gt;- Climate Change Mitigation and Low Carbon Economy Act&lt;br&gt;- Climate Change Action Plan&lt;br&gt;- Partnerships for Growth Act&lt;br&gt;- Feed-in Tariff (FIT)&lt;br&gt;- Smart Grid Fund&lt;br&gt;- Mandated Leadership in Energy and Environmental Design green building standards for government facilities&lt;br&gt;- Cap and Trade Program&lt;br&gt;- Green Bonds&lt;br&gt;- Waste-Free Ontario Act&lt;br&gt;- Green Focus on Innovation and Technology (GreenFIT)&lt;br&gt;- Walkerton Clean Water Centre&lt;br&gt;- Green Investment Fund</td>
</tr>
<tr>
<td>Québec</td>
<td>- Fonds vert&lt;br&gt;- Technoclimat&lt;br&gt;- Passeport Innovation&lt;br&gt;- Fonds Cycle-C3E&lt;br&gt;- Ecofuel&lt;br&gt;- Anges Québec Capital&lt;br&gt;- Fonds de recherche du Québec Nature et Technologies&lt;br&gt;- Programme de soutien à la recherche</td>
<td>- Fonds vert&lt;br&gt;- Ecoperformance&lt;br&gt;- Créativité Québec&lt;br&gt;- Cycle Capital Management&lt;br&gt;- Enertech&lt;br&gt;- Investissement Québec</td>
<td>- Québec Cap and Trade Program with California (and soon Ontario)&lt;br&gt;- Stratégie gouvernementale de développement durable&lt;br&gt;- Plan d'action sur les changements climatiques&lt;br&gt;- Politique énergétique&lt;br&gt;- Plan d'action en électrification du transport&lt;br&gt;- Politique de gestion des matières résiduelles&lt;br&gt;- Stratégie maritime&lt;br&gt;- Vision stratégique du développement minier&lt;br&gt;- Programme de biométhanisation et compostage&lt;br&gt;- Programme Prime-Vert&lt;br&gt;- Biodiesel Tax Credit&lt;br&gt;- Programme Écocamionnage&lt;br&gt;- PETMAF (energy efficiency in air, train, boat transportation)&lt;br&gt;- Créativité Québec&lt;br&gt;- The Green municipal fund, and other programmes help municipalities to adopt greener technologies and practices and more efficient public transports</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>- Innovacorp: Clean Technology Innovation Fund, Productivity and Innovation Vouchers, Early-stage Commercialization Fund (grant funding for innovation)&lt;br&gt;- Innovacorp: Clean Technology Accelerate Program – start-up accelerator for clean tech companies&lt;br&gt;- Offshore Energy Research Association Fund (grant funding for Tidal research)&lt;br&gt;- Department of Energy Innovation Fund (grant funding for Electricity system innovation)&lt;br&gt;- Department of Natural Resources Innovation Hub (grant funding for biorefinery development)</td>
<td>- Innovacorp: Nova Scotia First Fund – Clean Technology Investment Fund (equity investments in clean technology start-ups)&lt;br&gt;- Build Ventures: Regional public-private venture capital fund (sector agnostic)&lt;br&gt;- Nova Scotia Business Inc. (grant funding for export development; employee rebate programme)</td>
<td>- Environmental Goals and Sustainable Prosperity Act&lt;br&gt;- Nova Scotia Climate Change Action Plan: GHG caps on electricity system&lt;br&gt;- Renewable Energy Regulations: legislated target for minimum renewable generation on electricity grid&lt;br&gt;- Feed-in-tariffs for community-owned renewables and for Tidal Energy demonstration projects&lt;br&gt;- Efficiency Nova Scotia: efficiency retrofits and incentives financed by rate payers/electricity rates</td>
</tr>
<tr>
<td>Nunavut</td>
<td>N/A</td>
<td>N/A</td>
<td>Nunavut Energy Management Program&lt;br&gt;Nunavut Energy Strategy, Ikummatit</td>
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5. EU BUSINESS SUCCESS CASES

LM Wind Power

LM Wind Power opened its Canadian production facility in 2005 and in 10 years, the company has become one of the largest employers in the region of Gaspésie-Îles-de-la-Madeleine in Québec. The company has been very successful at building long-term partnerships with key customers and supporting them locally and globally.

LM Wind Power is a Danish manufacturer and supplier of rotor blades to the wind industry. The company was founded in Lunderskov, Denmark and has manufactured more than 175,000 blades since 1975 with a global manufacturing footprint in Brazil, Canada, China, Denmark, India, Poland, Spain, and the United States with over 13,900 employees worldwide. In 2015, LM Wind Power secured €5.6 million (CAD 8.6 million) from the Government of Québec as part of a €10.99 million (CAD 16.67 million) investment to support the expansion of their Gaspé factory to serve wind projects in the US market, which created over 265 new jobs. This is a model success story of how an EU company invested in the province of Québec and used Canada as a gateway into the US, while continuing to grow in the Canadian marketplace.

Silfab Solar

Silfab Solar, a leading solar panel producer, opened its €8.9 million ($13.5 million) state-of-the-art manufacturing facility in Mississauga in 2011. After experiencing positive growth in the Canadian solar industry, the company seized commercial opportunities under NAFTA and pivoted to the U.S. and Mexican markets, capturing the high demand for PV products.

The company was founded in Padova, Italy and is part of a family of vertically integrated PV product companies that spans the entire supply chain, from high-purity polysilicon to complete solar farms that serves customers internationally. In 2018, Silfab more than quadrupled its production to 600 megawatts capacity in Ontario. They also invested €26.40 million ($40 million) in a US solar panel production factory in Washington, adding an additional 300 megawatts, making Silfab one of the top PV manufacturers in North America and third most recognized solar module brand on the continent. Canada’s export credit agency, Export Development Canada has also provided support to Silfab with trade financing, export credit and insurance solutions. This is a model success story of how an EU company invested in the province of Ontario, played a crucial part in Canada’s renewable energy industry and later found success by using Canada as hub to expand and grow their business across the North American marketplace.
As a large, open economy with a strong reliance on international trade, the introduction of products and services into the Canadian market is relatively uncomplicated. EU companies can benefit from the ease of doing business, common languages and flexible business relationships. The adoption of digitalization and e-commerce is strong and increasing across the public (government) and private (business) sectors of the economy.

EU companies are advised to appoint an experienced local partner or representative to service the Canadian market. EU companies’ business interests in Canada are also well served by Canadian partners, who possess knowledge of Canadian directives, regulations, and distribution channels, allowing them to expand their business quickly and efficiently throughout the broader North American marketplace.

EU companies are increasingly seeking strategic Canadian partners for contract manufacturing, joint venture, technology transfer, licensing, logistics, and value-added service agreements for the Canadian and North American marketplace. European companies should take the time to visit Canada frequently to develop long-term relationships with local Canadian business partners and government officials. Developing a solid knowledge of your target market in Canada will help you select the best entry strategy for your company. Getting your entry right helps you operate efficiently in the local market and contributes to your competitive advantage there.

You can choose from several strategies from direct exporting, selling through intermediaries, setting up an affiliate in Canada, to building your own facility.

Researching the Canadian market

Take a strategic approach. EU companies are advised to undertake as much market research and planning as possible. Doing business in Canada may seem straightforward but can be challenging if you are a new exporter. Doing so will help prevent mistakes and increase the potential for profits. Canada’s federal structure means that there are different regulatory structures in place in each province or territory. Therefore, good local research is needed to ensure you meet the legal requirements for your products at all appropriate levels of government control. In addition, you need to research market entry requirements in specific provinces or territories for certain products, using desk research or visits to the country. The questions listed below should help you focus your thoughts:

- What are the unique selling points for your product or service?
- Do you know if there is a market for your product or service in Canada or neighbouring markets?
- Are your competitors already in Canada? If so, what are they doing?
- Do you know where in Canada you should start?
- Do you want to establish your own company presence in Canada?
- Do you see Canada as part of a wider plan including other neighbouring markets?

It is unlikely that you will have all the answers to these questions at the outset and these “knowledge gaps” should form the basis for further research and market exploration.

Government tenders in Canada

You must register as a supplier and obtain a Procurement Business Number (PBN) to access opportunities with the federal government.

Access electronic tenders through Buyandsell.gc.ca or MERX.com

Access procurement opportunities and information about selling to Canada’s provincial or territorial and local governments on the Canadian Business Network.

More information can be found on the European Union Guide to Canadian Government Procurement and on the guide on Public Procurement for EU Businesses.
Setting up a company or office in Canada

You can incorporate your business federally or through Canada’s provinces or territories. You should get advice from local lawyers, accountants or international trade consultants as to which option best suits your business as there are tax implications depending on which option you choose.

Legal considerations of doing business in Canada

English common law is the basis for the law in 9 provinces and 3 territories. French civil law is the basis of the law in Québec. Canada is a federal state. Federal jurisdiction tends to be narrowly focussed on particular kinds of business, property and behaviour. Your business in Canada will be subject to both federal and provincial or territorial laws. Some industry sectors are regulated in Canada.

Standards and technical regulations in Canada

You must check that your product, process or service conforms to the legal requirements set out in the relevant Canadian standard. Suppliers and manufacturers have an obligation to ensure that products are safe. Products must meet relevant safety standards, have clear instructions for proper use and include warnings against possible misuse. The Standards Council of Canada (SCC) oversees Canada’s National Standards System, which implements standards in Canada.

Protecting your intellectual property (IP) in Canada

Trademarks, designs, patents, and copyright are the principal forms of IP available under common law in Canada. They are all governed by legislation. The Canadian Intellectual Property Office (CIPO) is the patent, trademark, and copyright administration body of Canada. Structurally the CIPO functions as a Special Operating Agency, which is associated with Innovation, Science and Economic Development Canada. CIPO’s mandate is to deliver high quality and timely IP products and services to customers, and to increase awareness, knowledge and effective use of IP by Canadians. CIPO offers an expedited process for patent applications related to cleantech. The accelerated service is intended to assist in reducing the time it takes to patent cleantech inventions, enabling businesses to bring them to market more rapidly, with no additional fee required.

Find out more about Canada’s IP laws and how to protect your IP, trademarks, copyright and using IP as a business tool at: Canada.ca/intellectualproperty

Find more information on CIPO's official YouTube Channel. You will also find a webinar on Clean-tech and Intellectual Property here.

Language and culture in Canada

Canada was the first country in the world to adopt an official policy of multiculturalism. It's officially a bilingual country. The official languages spoken are English and French, but English is widely spoken outside of the province of Québec.

Culturally speaking, Canada isn’t a single market—it’s a mosaic of diverse markets where living standards, social values, consumer tastes, and business etiquette differ from one place to another, sometimes sharply. If you’re going to succeed in Canada, you need to be aware of these differences and adapt your business and marketing strategies to match them.

Business communication is quite direct in Canada. Your own communications should also be direct and succinct. In a business context, for example, meetings in Toronto are highly formal and follow precise agendas. In Halifax, Nova Scotia, in contrast, meetings tend to be more informal, mainly for the exchange of information and ideas and may not immediately lead to a decision. First-name terms tend to be the norm in most business situations. However, culture does vary between Canada’s provinces and territories as Canadians can identify very closely with their province.

To complicate matters further, some provinces have strong regional cultures within them. The province of Québec is different in many ways from the rest of the country. French is the language of business in Québec under provincial law, and the province has a unique legal system within Canada which gives rise to some distinct legal issues that should be considered if doing business or investing in that province.
In order to succeed in the Canadian market, EU businesses are advised to examine the market and regulations prior to committing to the market. Having the capacity to identify and apply suitable advanced technologies and equipment in the Canadian market with export potential is key. Building partnerships and joint ventures with Canadian and/or European companies already established in Canada can help develop solutions and offerings quickly then scale up the business. Before you enter the Canadian market, make sure you protect any intellectual property (IP) that contributes to the value of your products or services. It is best to get help from IP professionals when doing this.

Challenges of doing business in Canada

- Vast regional differences across 10 Canadian provinces and 3 territories.
- Strong competition, causing saturation of products or services.
- Canada is a risk-averse domestic market for clean technology adoption.
- Low access to patient capital or investment models suited to the unique risk, cost and returns (including time-to-return) of clean technology.
- Need for greater domestic drivers of clean technology adoption to increase Canadian market demand (e.g., enforced accountability for environmental cost of pollution, government procurement practices).
- Low adoption versus other types of advanced technology due to the high capital intensity of unproven systems.
- Relatively low export market access and expertise make it hard for clean technology companies to win customers and investments, navigate global supply chains and collaborate with partners.
- Currency risks and foreign exchange exposure.
8. RESOURCES FOR EU COMPANIES

Find out more about the Canada-EU Free Trade Agreement.


Find out more about Canada on the official EU website at https://ec.europa.eu/trade/policy/countries-and-regions/countries/canada/.

DG TRADE and the European IPR helpdesk are tools to help EU companies enter Canadian markets. For more information, please visit: https://www.iprhelpdesk.eu/.

EU-Canada customs cooperation; text of the Protocol on rules of origin and origin procedures; and the Access2Markets Portal where you will find product specific rules of origin. The Access2Markets Portal of the European Commission gives EU exporters free on-line information about import conditions in over 130 export markets and has a dedicated page to Canada. This is a database searchable by tariff nomenclature code for product specific market access information, including on rules of origin.

If your company is new to the Canadian market, you can contact a trade professional in one of the Embassies and Consulates in Canada. Refer to Table 7 for a list of EU Embassies and business support functions.

You can also contact the European Union Chamber of Commerce in Canada (EUCCAN) at: https://euccan.com, or confer with one of the bilateral chambers of commerce operating in Canada. A directory may be found at: https://euccan.com/members/.

If your company is looking to connect with Canadian government officials responsible for cleantech, the Clean Growth Hub helps navigate federal cleantech funding programmes and also provides advice and information regarding policy, regulatory and procurement issues. You can contact the Clean Growth Hub by email at info.cgh-ccp@canada.ca.

Find out about different services, programmes and support available on how to set up a business in Canada, business taxes, permits and regulations, and how to sell to the government at Canada.ca/business.

Find out about different business structures and how to register with provincial and territorial governments.

Find out more about the specific regulations in force and the permits/licenses needed.


Find out about Canada’s four accredited standards development organisations:

- Canadian Standards Association (CSA)
- Underwriters Laboratories of Canada (ULC)
- Canadian General Standards Board (CGSB)
- Bureau de Normalisation du Québec (BNQ)
### EU Member States Embassies, Consulates and Chambers of Commerce in Canada

<table>
<thead>
<tr>
<th>Country</th>
<th>Embassy/Consulate/Chamber of Commerce</th>
<th>Address</th>
<th>Website</th>
<th>Contact Information</th>
<th>Telephone</th>
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<tbody>
<tr>
<td><strong>EUROPEAN UNION</strong></td>
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<tr>
<td></td>
<td>Delegation of the European Union to Canada</td>
<td>150 Metcalfe Street, Suite 1900, K2P 1P1, Ottawa, Ontario</td>
<td><a href="https://eeas.europa.eu/delegations/canada_en">https://eeas.europa.eu/delegations/canada_en</a></td>
<td>Tel. (1) 613 236 8464</td>
<td></td>
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<tr>
<td></td>
<td>European Parliament Delegation to Canada (EUCAN)</td>
<td>622 College Street, Suite 201F, M6G 1B6, Toronto, Ontario</td>
<td><a href="https://eucan.com/">https://eucan.com/</a></td>
<td><a href="mailto:info@eucan.com">info@eucan.com</a></td>
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<td></td>
<td>European Parliament Delegation to Canada-West</td>
<td></td>
<td><a href="http://eu-canada.com/">http://eu-canada.com/</a></td>
<td><a href="mailto:office@eu-canada.com">office@eu-canada.com</a></td>
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<tr>
<td><strong>AUSTRIA</strong></td>
<td>Austrian Embassy in Ottawa</td>
<td>445 Wilbrod Street, K1N 6M7, Ottawa, Ontario</td>
<td><a href="https://www.bmeia.gv.at/en/embassy/ottawa.html">https://www.bmeia.gv.at/en/embassy/ottawa.html</a></td>
<td><a href="mailto:ottawa-ob@bmeia.gv.at">ottawa-ob@bmeia.gv.at</a></td>
<td>(1) 613 789 1444</td>
</tr>
<tr>
<td></td>
<td>Austrian Honorary Consulate General in Toronto – Commercial Section</td>
<td>30 St. Clair Avenue West Suite 1402, M4V 3A1, Toronto, Ontario</td>
<td><a href="mailto:consulate.toronto@advantageaustria.org">consulate.toronto@advantageaustria.org</a></td>
<td>Tel. (1) 416 967 4867</td>
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<tr>
<td></td>
<td>Austrian Honorary Consulate General Toronto – Advocacy Austria</td>
<td>30 St. Clair Avenue West Suite 1402, M4V 3A1, Toronto, Ontario</td>
<td><a href="mailto:toronto@advantageaustria.org">toronto@advantageaustria.org</a></td>
<td>Tel. (1) 416 967 3348</td>
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<tr>
<td><strong>BELGIUM</strong></td>
<td>Belgian Embassy in Ottawa</td>
<td>60 Albert Street, 8th floor, Suite 820, K1R 7X7, Ottawa, Ontario</td>
<td><a href="http://canada.diplomatie.belgium.be/en">http://canada.diplomatie.belgium.be/en</a> <a href="mailto:ottawa@diplobel.fed.be">ottawa@diplobel.fed.be</a></td>
<td>Tel. (1) 613 236 7267</td>
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<tr>
<td></td>
<td>Belgian Consulate General in Montreal</td>
<td>1000, rue Sherbrooke Ouest - Suite 1400, H3A 3G4, Montreal</td>
<td><a href="https://canada.diplomatie.belgium.be/en">https://canada.diplomatie.belgium.be/en</a> <a href="mailto:Montreal@diplobel.fed.be">Montreal@diplobel.fed.be</a></td>
<td>Tel. (1) 514 849 7394</td>
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<tr>
<td></td>
<td>Belgian Chamber of Commerce (Belgian Canadian Business Chamber)</td>
<td>508-161 Bay Street, 27th Fl, M5J 2S1, Toronto, Ontario</td>
<td><a href="http://www.belgiumconnect.com">http://www.belgiumconnect.com</a> <a href="mailto:info@belgiumconnect.com">info@belgiumconnect.com</a></td>
<td>Tel. (1) 416 816 9154</td>
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<td>Cercle d’Affaires Belgique-Québec</td>
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<td>C/O Consulat Général du Royaume de Belgique à Montréal</td>
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<td><a href="https://cabq.ca/">https://cabq.ca/</a> <a href="mailto:info@cabq.ca">info@cabq.ca</a></td>
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<td>Agence wallonne à l’Exportation et aux Investissements Étrangers - Montréal</td>
<td>1250 René-Levesque Ouest - Bureau 4115 Montréal, QC H3B 4W8 montré<a href="mailto:al@awex-wallonia.com">al@awex-wallonia.com</a></td>
<td>Tel. (1) 514 939 4049</td>
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<td>Flanders Investment and Trade - Montréal</td>
<td>1000 Rue Sherbrooke Ouest, suite 1400 Montréal, QC - H3A 3G4</td>
<td><a href="https://www.flandersinvestmentandtrade.com/en/contact/foreign-offices/canada">https://www.flandersinvestmentandtrade.com/en/contact/foreign-offices/canada</a> montré<a href="mailto:al@fitagency.com">al@fitagency.com</a></td>
<td>Tel. (1) 514 289 9955</td>
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<tr>
<td></td>
<td>Hub.Brussels - Montréal</td>
<td>1010 Sherbrooke Ouest - Bureau 2404 Montréal, QC H3A 2R7 montré<a href="mailto:al@hub.brussels">al@hub.brussels</a></td>
<td>Tel. (1) 514 286 1581</td>
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<td>Hub.Brussels - Vancouver</td>
<td>Consulate General of Belgium Brussels Capital Region Office in Vancouver 221 West Esplanade (Suite 412) North Vancouver, BC, V7M 3J3 <a href="mailto:vancouver@hub.brussels">vancouver@hub.brussels</a></td>
<td>Tel. (1) 604 770 3505</td>
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<tr>
<td><strong>BULGARIA</strong></td>
<td>Bulgarian Embassy in Ottawa</td>
<td>325 Stewart Street, K1N 6K5, Ottawa, Ontario</td>
<td><a href="http://www.mfa.bg/embassies/canada">http://www.mfa.bg/embassies/canada</a> <a href="mailto:Embassy.Ottawa@mfa.bg">Embassy.Ottawa@mfa.bg</a></td>
<td>Tel. (1) 613 893 3215</td>
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<tr>
<td></td>
<td>Bulgarian Consulate General in Toronto</td>
<td>65 Overlea Blvd, Suite 230, ON M4H 1P1, Toronto</td>
<td><a href="https://www.bgconsultoronto.info/">https://www.bgconsultoronto.info/</a> <a href="mailto:Consultate.Toronto@mfa.bg">Consultate.Toronto@mfa.bg</a></td>
<td>Tel. (1) 416 696 2420</td>
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<td></td>
<td>Bulgarian Chamber of Commerce (Canada Bulgaria Business Network)</td>
<td>6 Hillholm Rd #1, M5P 1M2, Toronto, Ontario</td>
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<td><strong>CROATIA</strong></td>
<td>Croatian Embassy in Ottawa</td>
<td>229 Chapel St, K1N 7Y6, Ottawa, Ontario</td>
<td><a href="http://ca.mvep.hr/en/">http://ca.mvep.hr/en/</a> <a href="mailto:croemb.ottawa@mvep.hr">croemb.ottawa@mvep.hr</a></td>
<td>Tel. (1) 613 562 7820</td>
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<td></td>
<td>Croatian Consulate General in Mississauga</td>
<td>918 Dundas Street East, Suite 302, L4Y 288, Mississauga, Ontario</td>
<td><a href="http://ca.mvep.hr/en/">http://ca.mvep.hr/en/</a> <a href="mailto:genmiss@mvep.hr">genmiss@mvep.hr</a></td>
<td>Tel. (1) 905 277 9051</td>
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<td></td>
<td>Croatian Chamber of Commerce</td>
<td>630 The East Mall, M9B 4B1, Etobicoke, Ontario</td>
<td><a href="https://croat.ca/">https://croat.ca/</a> <a href="mailto:contactus@croat.ca">contactus@croat.ca</a></td>
<td>Tel. (1) 416 641 2829</td>
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<tr>
<td><strong>CYPRUS</strong></td>
<td>Cyprus Embassy in Ottawa</td>
<td>150 Metcalfe Street, Suite 1002, K2P 1P1, Ottawa, Ontario</td>
<td><a href="http://www.mfa.gov.cy/mfa/consulate/">http://www.mfa.gov.cy/mfa/consulate/</a> consulate_toronto.nsf/dmlindex_en/dmlindex_en?OpenDocument <a href="mailto:ottawahighcom@mfa.gov.cy">ottawahighcom@mfa.gov.cy</a></td>
<td>Tel. (1) 613 563 9763</td>
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</tbody>
</table>
CZECH REPUBLIC
Czech Embassy in Ottawa
251 Cooper Street, K2P 0G2, Ottawa, Ontario
http://www.mzv.cz/ottawa/en
ottawa@embassy.mzv.cz
Tel. (1) 613 562 3875

Czech Business Association of Canada
300-340 Midpark Way SE, T2X 1P1, Calgary, Alberta,
http://www.cbaonline.ca/
Tel. (1) 403 264 5150

DENMARK
Danish Embassy in Ottawa
47 Clarence Street, Suite 450, K1N 9K1, Ottawa, Ontario
http://canada.um.dk/en
ottamb@um.dk
Tel. (1) 613 562 1811

Danish Trade Council in Toronto
2 Bloor Street West, Suite 2120, M4W 3E2,
Toronto, Ontario
https://canada.um.dk/en/the-trade-council/vyyzhtk@um.dk
Tel. (1) 416 962 5661

Danish Canadian Chamber of Commerce
2 Bloor Street West, Suite 2109, M4W 3E2, Toronto,
Ontario
https://dccc-toronto.ca
dccc@um.dk

ESTONIA
Estonian Embassy in Ottawa
260 Dalhousie Street, Suite 210, K1N 7E4, Ottawa,
Ontario
embassy.ottawa@mfa.ee
Tel. (1) 613 789 4222

Estonian Consulate in Toronto
958 Broadview Avenue, Suite 202, M4K 2R6, Toronto,
Ontario
consul@heinsooinsurance.ca
Tel. (1) 416 461 0764

Estonian Chamber of Commerce
C/o 956 Broadview Avenue, M4K 2R4, Toronto,
Ontario
http://canestchamber.com/
info@estcanchamber.com

FINLAND
Finland Embassy in Ottawa
55 Metcalfe Street, Suite 850, K1P 6L5, Ottawa,
Ontario
https://finlandabroad.fi/web/can/frontpage
embassy@finland.ca
Tel. (1) 613 288 2233

Honorary Consulate of Finland in Toronto
1200 Bay Street, Suite 301, M5R 2A5, Toronto,
Ontario
toronto.ott@formin.fi
Tel. (1) 416 964 0066

Finnish Chamber of Commerce
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Ontario
https://canadafinnlandcc.com/
info@canadafinnlandcc.com
Tel. (1) 905 464 2296

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French Embassy in Ottawa
42 Sussex Drive, K1M 2C9, Ottawa, Ontario
https://ca.ambafrance.org/
politique@ambafrance-ca.org
Tel. (1) 613 789 1795

Consulate General of France in Toronto
2 Bloor Street East, Suite 2200, M4W 1A8, Toronto,
Ontario
https://toronto.consulfrance.org/
info@consulfrance-toronto.org
Tel. (1) 416 847 1900

Consulate General of France in Vancouver
1130 W Pender St Suite 1100, Vancouver, BC
V6E 4A4
https://vancouver.consulfrance.org/
Tel. (1) 604 637 5300

Consulate General of France in Montreal
Bureau 1000, 10ème étage
1501 Mc Gill Collège
Montréal (QC) H3A 3M8
https://montreal.consulfrance.org/
Tel. (1) 514 878 4385

Consulate General of France in Quebec City
500 Grande Allée E
11e étage, Québec, QC G1R 2I7
https://quebec.consulfrance.org/
Tel. (1) 418 266 2500

GERMANY
German Embassy in Ottawa
1 Waverley Street, K2P 0T8, Ottawa, Ontario
www.ottawa.diplo.de
info@ottawa.diplo.de
Tel. (1) 613 232 1101

German Consulate General in Montreal
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Montréal, Québec
https://canada.diplo.de/
mail@montr.diplo.de
Tel. (1) 514 931 2431

German Consulate General in Toronto
2 Bloor St E, Toronto, ON M4W 1A8
https://canada.diplo.de/
mail@toronto.diplo.de
Tel. (1) 416 925 2813

German Consulate General in Vancouver
999 Canada Place, Suite 704
Vancouver, B.C.
V6C 3E1 Canada
https://Canada.diplo.de/info@vanc.diplo.de
Tel. (1) 604 684 8377

German Chamber of Commerce
480 University Avenue, Suite 1500, MSG 1V2, Toronto, Ontario
www.germanchamber.ca
info@germanchamber.ca
Tel. (1) 416 598 3355

Germany Trade and Invest – Toronto
480 University Avenue, Suite 1500, MSG 1V2, Toronto, Ontario
Tel. (1) 416 598 8813

GREECE
Greek Embassy in Ottawa
80 MacLaren Street, Ottawa, ON, K2P 0K6
https://www.mfa.gr/greece/presveia/gremb.otv@mfa.gr
Tel. (1) 613 238 6271

Office for Economic and Commercial Affairs
80 MacLaren Street, Ottawa, ON, K2P 0K6
ecocom-ottawa@mfa.gr
Tel. (1) 613 238 6271

General Consulate of Greece in Toronto
1075 Bay Street, suite 600, Toronto, ON M5S 2B1
https://www.mfa.gr/greece/genero-proxeneio-toronto/grgencon.tor@mfa.gr; toronto@mfa.gr
Tel. (1) 416 515 0132

Office for Economic and Commercial Affairs
1075 Bay Street, suite 600, Toronto, ON M5S 2B1
ecomtoronto@mfa.gr
Tel. (1) 416 515 0132 ext. 8222

General Consulate of Greece in Montreal
1002 Sherbrooke Ouest, Suite 2620, Montreal, QC, H3A 3L6
https://www.mfa.gr/greece/genero-proxeneio-montreal/grgencon_mon@mfa.gr; montreal@mfa.gr
Tel. (1) 514 875 2119

General Consulate of Greece in Vancouver
688 West Hastings Str, Suite 500, Vancouver, BC, V6B 1P1
https://www.mfa.gr/greece/genero-proxeneio-vancouver/grgencon.van@mfa.gr; vancouver@mfa.gr
Tel. (1) 604 681 1381

Hellenic Canadian Board of Trade (EUCCAN member)
www.hcbt.com
membership@hcbt.com
events@hcbt.com

Hellenic Board of Trade of Metropolitan Montreal
381 St-Antoine West, Suite 6000, Montreal, Quebec, H2Y 3X7
http://hbotmontreal.com
info@hbotmontreal.com

IRELAND
Irish Embassy in Ottawa
Varette Building, 130 Albert St, K1P 5G4, Ottawa, Ontario
https://www.dfa.ie/irish-embassy/canada/about-us/team-ireland/ottawaembassy@dfa.ie
Tel. (1) 613 233 6281

Consulate General of Ireland in Vancouver
1300-1095 West Pender Street Vancouver, BC, Canada V6E 2M6, Vancouver, British Columbia
https://www.dfa.ie/irish-consulate/vancouver/Tel. (1) 236 521 7300

Ireland Canada Chamber of Commerce Vancouver
101-1001 West Broadway, Suite 164, Vancouver, British Columbia
https://icccto.com/cmurphy@icccto.com
Tel. (1) 613 219 7654

Ireland Canada Chamber of Commerce Montreal
630 Sherbrooke Street West, Suite 210, Montreal QC H3A 1E4
https://icccmtl.com/en/contact@icccmtl.com
Tel. (1) 514 289 8710

Ireland-Canada Center of Commerce Calgary
https://iccacalg.com/lregan@icccal.com
Tel. (1) 403 441 8800

ITALY
Embassy of Italy in Ottawa
275 Slater St, suite 2100, K1P 5H9, Ottawa, Ontario
http://www.ambottawa.esteri.it/ambasciata-ottawa/it/ambasciata.ottawa@esteri.it
Tel. (1) 613 232 2401

Consulate General of Italy in Toronto
136 Beverley Street, M5T 1Y5, Toronto, Ontario
https://constoronto.esteri.it/Consolato_Toronto/it/ancip.toronto@esteri.it
Tel. (1) 416 977 1566

Consulate General of Italy in Montreal
3489 Drummond Street, H3G 1X6, Montréal, Québec
https://consmontreal.esteri.it/consolato_montreal/it/archivio.montreal@esteri.it
Tel. (1) 514 849 8351

Consulate General of Italy in Vancouver
Standard Building
1100-510 West Hastings Street, V6B 1L8, Vancouver, British Columbia
https://consvancouver.esteri.it/consolato_vancouver/it/consolato.vancouver@esteri.it
Tel. (1) 604 684 7288

HUNGARY
Embassy of Hungary in Ottawa
299 Waverley St., K2P 0V9, Ottawa, Ontario
https://ottawa.mfa.gov.hu/mission.ott@mfa.gov.hu
Tel. (1) 613 230 2717

Consulate General of Hungary in Toronto
175 Bloor Street East, Suite 1109, South Tower, M4W 3R4, Toronto, Ontario
https://toronto.mfa.gov.hu/eng/mission.tor@mfa.gov.hu
Tel. (1) 647 349 2550

Vice Consulate of Hungary in Vancouver
808 Nelson Street, Suite #701, Vancouver, BC, V6Z 2H2 (Mail Box #12131)
mission.van@mfa.gov.hu
Tel. (1) 604 258 9658

HEPA Hungarian Export Promotion Agency – Regional Office Canada
8750 Jane St. unit 12, L4K 0E7, Concord, Ontario
info@hepaoffice.ca
www.hepaoffice.ca
Tel. (1) 877 203 9548
ITALY

ITA/ICE - Italian Trade Agency
Toronto Office
480 University, Suite 800, MSG 1V2, Toronto, Ontario
https://www.ice.it/it/mercati/canada/toronto
toronto@ice.it
Tel. (1) 613 598 1555/6

ITA/ICE - Italian Trade Agency
Montreal Office
1000 Rue Sherbrooke Ouest, suite 1720, H3A 3G4, Montreal, Quebec
https://www.ice.it/it/mercati/canada/punto-di-corrispondenza-di-montreal
montreal@ice.it
Tel. (1) 514 284 0265

Italian Chamber of Commerce of Ontario
622 College Street Suite, 201F, M6G 1B6, Toronto, Ontario
https://www.italchambers.ca
trade@italchambers.ca
Tel. (1) 416 789 7169

Italian Chamber of Commerce in West Canada
Calgary Office
307 -1324 11th Avenue SW, T3C 0M6, Calgary, Alberta
http://www.iccbc.com/
calgary@iccbc.com
Tel. (1) 403 283 0453

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Latvian Embassy in Ottawa
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embassy.canada@mfa.gov.lv
Tel. (1) 613 238 6014

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consulate.canada@mfa.gov.lv
rklaise@sympatico.ca
Tel. (1) 514 422 0562

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Latvian Canadian Cultural Centre, 4 Credit Union Drive, Toronto, ON, M4A 2N8
karlis.vasarais@gmail.com
Tel. (1) 416 301 8353

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Tel. (1) 902 425 04 15

Consulate General of Latvia in Edmonton
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leyconsul.edmonton@gmail.com
Tel. (1) 780 468 27 28

Consulate General of Latvia in Sudbury
144 Kuskoto Road, Sudbury, Ontario, P3E 4N1, Canada
duce32@hotmail.ca
Tel. (1) 705 929 0871

Latvian Chamber of Commerce (Latvian Canada Business Council)
4 Credit Union Drive, M4A 2N8, Toronto, Ontario
http://www.latcan.org/
richlote@xplornet.ca
Tel. (1) 705 656 3541

LITHUANIA

Lithuanian Embassy in Ottawa
150 Metcalfe St #1600, K2P 1P1, Ottawa, Ontario
https://ca.mfa.lt/ca/en/
emb.ca@urm.lt
Tel. (1) 613 567 5458

Lithuanian Honorary Consulate in Toronto
1573 Bloor Street West, M6P 1A6, Toronto, Ontario
www.ca.mfa.lt
pvk@rogers.com
Tel. (1) 416 538 2992

LUXEMBOURG

Luxembourg Embassy in Washington (also accredited to Canada)
2200 Massachusetts Avenue N.W.
Washington, D.C. 20008
https://washington.mae.lu/en.html
washington.amb@mae.etat.lu
Tel. (1) 202 265 4171

Luxembourg Honorary Consulate in Ottawa
251 Laurier Avenue West, Suite 900
K1P 5J6 Ottawa, Ontario
https://maee.gouvernement.lu/fr/missions-
diplomatiques/missions-diplomatiques-et-
consulaires-luxembourgeoises.html
ottawa@consul-hon.lu
Tel. (1) 613 751 4472

Luxembourg Honorary Consulate in Toronto
350 Front Street West, 2d Floor
MSV 3B5 Toronto, Ontario
toronto@consul-hon.lu
Tel. (1) 613 755 4091

Luxembourg Honorary Consulate in Vancouver
Hungerford Tomyn Lawson and Nils.
Barristers & Solicitors

Netherlands

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ott@minbuza.nl
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Dutch Consulate General in Toronto
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tor-ea@minbuza.nl
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van-ea@minbuza.nl
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Polish Embassy in Ottawa
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Tel. (1) 613 789 0468

1100 Cathedral Place
925 West Georgia Street
V6C 3L2 Vancouver
vancouver@consul-hon.lu
Tel. (1) 604 408 5616

NETHERLANDS

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ott@minbuza.nl
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tor-ea@minbuza.nl
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Netherlands Consulate General in Vancouver
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Tel. (1) 604 684 6448
The Clean Technology Market Entry Guide

Polish Consulate General in Vancouver
1177 West Hastings Street, Suite 1600, V6E 2K3, Vancouver, British Columbia
www.vancouver.msz.gov.pl
vancouver.info@msz.gov.pl
Tel. (1) 604 688 3458

Polish Chamber of Commerce
2680 Matheson Boulevard East, Suite 102, L4W 0A5, Mississauga, Ontario
http://www.canada-poland.com/
Tel. (1) 416 871 1938

Polish Foreign Trade Office
Polish Investment and Trade Agency
438 University Avenue Suite 1810
Toronto, Ontario MSG 2K8
www.paih.gov.pl
zack.labieniec@paih.gov.pl

Consulate General of the Republic of Poland in Toronto
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Toronto, ON M8V 1G5
natalia.iwaszko@msz.gov.pl
Tel. (1) 416 252 5471

PORTUGAL
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645 Island Park Dr, K1Y 0B8, Ottawa, Ontario
https://www.ottawa.embasidaportugal.mne.pt/en/ottawa@mne.pt
Tel. (1) 613 729 0883

Consulate General of Portugal in Montreal
2020 Robert-Bourassa Boulevard, Suite 2425, H3A 2A5 Montréal, QC
https://www.montreal.consoladooportugal.mne.pt
Tel. (1) 514 499 0359

Consulate General of Portugal in Toronto
438 University Avenue, Suite 1400, box 41, Toronto, ON M5G 2K8 Canada

Aicep Portugal Global
Trade & Investment Agency
438 University Avenue, Suite 1400 - Toronto - ON MSG 2K8
aicep.toronto@portugalglobal.pt
http://portugalglobal.pt/EN/Pages/Index.aspx
Tel. (1) 416 934 7444

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655 Rideau St, K1N 6A3, Ottawa, Ontario
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ottawa@mae.ro
Tel. (1) 613 789 3709

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vancouver@mae.ro
Tel. (1) 604 633 0986

Romanian Chamber of Commerce
111 Peter Street, M5V 2H1 Toronto
cir@mccir.ro
Tel. (1) 416 913 7222

SLOVAKIA
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50 Rideau Terrace, K1M 2A2, Ottawa, Ontario
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Tel. (1) 613 749 4442

SLOVENIA
Slovenian Embassy in Ottawa
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Slovenian Consulate General in Toronto
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jdoma@sloveniagc.com
Tel. (1) 4162018307

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Slovenian Chamber of Commerce
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https://www.canslo.com
info@canslo.com
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SPAIN
Spanish Embassy in Ottawa
74 Stanley Ave, K1M 1P4, Ottawa, Ontario
http://www.exterioresex.gob.es/emb.ottawa@mae.es
Tel. (1) 613 747 2252

Spanish Consulate in Toronto
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cog.toronto@maec.es
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General Consulate of Spain in Montreal
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Tel. (1) 613 236 0409

Spanish Economic and Commercial Office in Toronto
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Toronto, ON, M5H 3B3
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Tel. (1) 416 967 0488

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sweden.ottawa@gov.se
Tel. (1) 613 244 8200

Business Sweden
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https://www.business-sweden.com/markets/americas/canada/
Tel.(1) 416 922 8152

Swedish-Canadian Chamber of Commerce
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https://www.sccc.ca/
info@sccc.ca
Tel. (1) 416 925 8661
The Clean Technology Market Entry Guide

The European Union
www.europa.eu

The European Commission
www.ec.europa.eu

Delegation of the European Union to Canada
www.eeas.europa.eu/delegations/canada

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